

Look

JANUARY 18, 1949

15¢

THE WONDER OF BIRTH

PAGE 38

THE STRANGE CASE
OF MACARTHUR IN JAPAN

(PAGE 46)



ANNE BURR OF RADIO'S "BIG SISTER" INTRODUCES NEW GAME

(PAGE 84)

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Letters and Pictures

TO THE EDITOR

Cover Smile



TO THE EDITOR: Last summer I took a picture of a pretty girl in a big straw hat, above, right. It looks as if the girl on your cover (LOOK, November 9) is wearing the same hat—



but I'll take mine smiling, and I'm willing to bet that most of your readers would, too.

KEN CAMPBELL
Traverse City, Mich.

Soap for Europe

TO THE EDITOR: Dr. Eric Mann (*He Sends Soap to Europe*, LOOK, December 7) and I have had similar ideas, with different methods. My idea goes a little further, including products of all manufacturers who use the contest medium. Here's how it works: Contestants who seriously and on a large scale accumulate a large and miscellaneous stock of everything from cereal to soap—and their name is legion, as you know—can make these surplus supplies up into small but varied packages and send them abroad, possibly to one of the institutions listed by Dr. Mann. A short note could be enclosed to explain the missing wrappers, package and, etc. What better use could be

made of these wholesome, standard-brand products, representative of a free democracy?

FRANK J. MICKY
Fostoria, Ohio

. . . I have pasted Dr. Mann's list of orphanages, hospitals, etc., above the basin in my bathroom so I'll remember to send a case of soap abroad at least once every week.

DOROTHEA M. CARNEY
South Norwalk, Conn.

. . . Dr. Mann's idea is a fine one. I have already forwarded my own soap collection on to the Hospital des Enfants in Paris, France.

R. M. KEENE
San Francisco, Calif.
(Continued on page 6)

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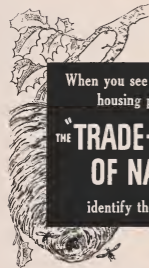
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LETTERS and PICTURES

continued

After the Game Was Over



TO THE EDITOR: Here's your boy Norman Van Brocklin (What a Football Player Goes Through the Day of the Game, LOOK, November

23), resting on his laurels aboard a plane as he returns from a game. ROY C. WILLIAMS Eugene, Ore.

Childless Couples

TO THE EDITOR: I am sure that many readers will be grateful for your article, *Childless Couples Can Help* (LOOK, December 7). It might help them even more to know that the Planned Parenthood Federation of America, 501 Madison Ave., New York 22, maintains a list of fertility services and referral physicians in this specialty.

FRANCES FERGUSON
Chairman, Executive Committee
New York, N. Y.

Artist of West and West

TO THE EDITOR: Many thanks for your excellent piece on Yasuo Kuniyoshi (LOOK, December 7), and for the fine reproductions accompanying it. Kuniyoshi is a living example that art knows no boundaries.

L. H. HERMSTAD
Las Vegas, Nev.

Kudloed Ladd

TO THE EDITOR: In your article *The Fighting Ladd* (LOOK, December 7), you state that New York film critics, "with few exceptions, have panned Ladd's pictures as being 'stupid,' 'pretty impossible,' etc. I don't have the clippings before me, but it seems to me that a number of Ladd's pictures, including *This Gun for Hire* and *Beyond Glory*, got a lot of praise. At least they should have.

HORACE D. MINTON
Jersey City, N. J.

Backward Look

TO THE EDITOR: Congratulations on your cover and story on the greatest skater since before Sonja Henis, Barbara Ann Scott (LOOK, December 7). Just one point: Girls never wear clothes with zippers on the left, as is Miss Scott on the cover; also, on the cover, her hair is parted on the right, inside on the left. Didn't LOOK reverse the cover pictures?

ALAN HASSELL
Whonock, British Columbia

Reader: Hassel's point is right, his language wrong. He must have read his LOOK in a mirror. On the

cover, skater Scott's hairlines are on her right side, her hair parted on the left.—Ed

Big-Hearted Brown

TO THE EDITOR: As a former CBI Theaterite, I'd like to add my endorsement to your applause for Jon E. Brown (LOOK Applauds, December 7). When no other entertainer had ventured to travel to my theater, Brown came—and conquered every GI who saw him. His heart's as big as his mouth. Bless him.

WARNER SWEET
Hollywood, Calif.

Palm Springs Days

TO THE EDITOR: Your article on Palm Springs (LOOK, November 9) was interesting, but your statement that the resort's wintertime temperature seldom varied from 80 degrees strayed a little from what official Weather Bureau records show. Actually, the normal "mean" temperature for Palm Springs is 55 degrees in December and January, 58 degrees in February and 64 in March.

ARNOLD FINKELSTEIN
Los Angeles, Calif.

The "mean" is the temperature halfway between the average daily maximum temperature and average daily minimum. During wintertime, Palm Springs daytime temperature seldom strays more than a few degrees from the middle 70's; from a few degrees above 70 to a few degrees below 80.—Ed.

Models Mimic Kids?

TO THE EDITOR: I was interested and amused by your fashion feature, *Kids Mimic Models* (LOOK, December 7). But I think you got the title wrong. Seems to me the bathing-suit models must have been mimicking the kids, for the former look stagey, unnatural and uncomfortable; the latter, just like kids anywhere having a good, play-grown-up time.

HARTELL ROBBINS
Spokane, Wash.

New reader Robbins will know why LOOK's Fashion Editor makes a point of using candid photographs wherever possible.—Ed.

(Continued on page 8)

Newest thing in Laundries—



FOR WASHING COAL

To measure the water used daily in this modern coal preparation plant, a water meter would have to register in millions of gallons.

So great are the demands for water to wash coal clean that some mine operators find it necessary to create lakes to assure an adequate supply.

New preparation plants that mechanically prepare coal for specific uses are only part of the modernization and mechanization program of the bituminous coal industry. They are important in keeping coal prices within reason despite rising costs. These costs, of course, include miners' take-home pay, which has tripled since 1940. Increased use of highly specialized machines for cutting, loading, and moving coal represents still another factor in keeping coal's price down.

To step up the efficiency of coal mining in the face of

today's rising costs, even more mechanization of mines is needed. New and better machines, additional facilities for cleaning and sizing coal, and new mines, too, are required to improve the supply of high-quality coal at reasonable prices.

All this will take hundreds of millions of dollars over and above day-to-day operating costs.

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LETTERS and PICTURES

continued

Look Like "Ike"



TO THE EDITOR: Doesn't our little Lynn Elaine, age six months, look just like General Eisenhower (see above)?

MRS. DON BRENNEMAN
Logan, Utah

TO LOOK'S Ed., whose desk is piled high with photos of "Ike"-like tykes, all infants look like the baby-faced general.—Ed.

Santa Anita

TO THE EDITOR: In your article on the Santa Anita race track (LOOK, December 7), some reflection is cast upon the purity of motivation of the track's charitable gifts. No doubt this was this same factor which caused the board of our church as early as March 10, 1947, to pass a resolution to receive no more donations from the Santa Anita Foundation....The Christian Reformed Church...join with many other organizations and citizens of this community in declaring that the track is anything but a credit to our community.

WILLIAM HEYNER, Pastor
Christian Reformed Church
Arcadia, Calif.

... Santa Anita Turf Club sent us a check for \$250 within a month after our organization in 1945, and our official board returned it unopened. We... have never accepted contributions from the track, though we are without prejudice to those who find it possible to do so. If Santa Anita is seriously interested in culture, charity and character development, her best procedure would be to have Mr. Strub get the medieval doors from Europe he wants and close them permanently. It would be a fine blessing to Arcadia and California.

WILL M. HELDERBRAND, Pastor
Church of the Good Shepherd
Arcadia, Calif.

... By Any Other Name...

TO THE EDITOR: You state (Letters & Pictures, LOOK, November 23) that Andrew Johnson "was with Lincoln on the Republican ticket." There was no Republican ticket that year (1864); the regular Re-

publican convention met in Baltimore, formally disavowed its name and assumed that of the National Union Party. This action was taken to persuade Democrats such as Andrew Johnson to support the Union.

W. K. STEWART
Louisville, Ky.

Reader Stewart is correct. LOOK used the wrong name for the same party.

"Church Thanksgiving"

TO THE EDITOR: I had no idea that my daughter, featured in your story Church Thanksgiving at Upper Ochutran (LOOK, December 7), would be such a hit. I have received letters from as far away as Montana and Kentucky asking for my recipe.

Mrs. JOHN G. SCHORER
Sedburyville, Pa.

... The portraits by John Vachon in Church Thanksgiving are really exceptional as an example of interpretative photography at its best, and also an honest tribute to the stability and sanity of the way of life they depict.

HOWARD BOLGER
Montreal, Que.

Canine Climber



TO THE EDITOR: The page entitled Dog Climber (LOOK, December 7) prompted me to send the picture, above, of our wirehaired terrier Skippy, as proof that there is at least one other dog "who feels at home up a tree."

Mrs. V. W. HANSEN
Lehigh, Iowa

E.D.R.

TO THE EDITOR: Every one knows your magazine will continue to bemoan F. D. Roosevelt. Why didn't you use any nice pictures?

ARNN TRACT
Detroit, Mich.

... My sincere thanks for your memorable picture of the beloved late President Roosevelt (The Presidency, LOOK, December 7). They are a wonderful keepsake.

FLORENCE DEZEN
Brooklyn, N. Y.

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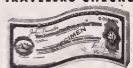


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HER TROOPS WIN SECOND FRIENDSHIP AWARD. Scout Leader Hazel Parker, power company cashier, and members of her two Girl Scout Troops study the exhibit with which they won their city's Girl Scout International Friendship Award for the second consecutive year.

Good neighbors make good headlines

The most heart-warming news stories are made by people with more than usual interest in their communities and their neighbors.

Often, as in these four true stories, they are men and women of the local electric companies.

Perhaps you've noticed in your

town that power company people, and the companies themselves too, are always active in affairs of community-wide benefit. Community service, as well as electric service, is a major responsibility of America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES*.

* Company names on request from this newspaper

HELEN HAYES stars in the **ELECTRIC THEATRE**. Hear it every Sunday, CBS, 9 P. M., EST.

RAISES FUNDS FOR IRON LUNG. Ambrose Glidden (left) and "Doc" Stairot, electric company officials, ran a community drive to get their city an iron lung. Here they inspect it with Betty Lou Cox, who is now recovering from polio.



BEAVED FIRE TO RESCUE BABY. Returning from his job in the electric company power plant, Stanley Martin traced screams to a burning home. Soaking his clothes in a puddle, he entered the smoke and fire twice before finding little Lucinda Gladding.



HELPS BUILD GOOD CITIZENS. Off hours from his power company service job, John O'Connell is boxing coach for his church youth organization, building health and self-confidence in youngsters, dealing knockout blows to juvenile delinquency.



The first thing
you **LOOK** at
is her smile!



For a smile that gleams
Use the brush that cleans



Look

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AMERICA'S FAMILY MAGAZINE

JANUARY 18, 1949 • VOL. 13, NO. 2

AMERICAN SPOTLIGHT

- IS OUR GOVERNMENT TOO BIG?, by William B. Arthur..... 21
- BRANDEIS UNIVERSITY IS BORN: The First Jewish-Sponsored University in America Doesn't Discriminate Against Anybody, by Lewis W. Gillenson..... 32
- THE BROOKLYN NOBODY KNOWS: New York's Biggest Borough Is the Butt of Many Jokes—But Goes Sincerely Ahead as an Important Cultural Center..... 56
- WHO REALLY WON FOR TRUMAN?, by Richard Wilson..... 88

WORLD SPOTLIGHT

- THE STRANGE CASE OF MacARTHUR IN JAPAN: He Defeated Japan—But He Has Failed Us in the Occupation, by Hallett Abend..... 46

STRICTLY PERSONAL

- KISS ME KATE: Cole Porter and Shakespeare Combine Talents in Musical..... 13
- CROSBY ON TOP: Crosby Is on Top Again: He Is Hollywood's No. 1 Money-Making Star, Betty Grable Comes Next..... 31
- WONDER OF BIRTH: It Is Experienced by Man and All Other Animals—Yet, Number of Offspring, Pregnancy Periods Differ Sharply..... 38
- HIGH SCHOOL KIDS LOVE TO PAINT, TOO..... 70
- ELIZABETH TAYLOR GROWS UP: A New Star Has Risen in Hollywood's Own Backyard..... 76

SPORTS

- PRIZEFIGHTER: Walter Cartier Is a Young, Strong Middleweight Struggling Along in Sport's Toughest Business..... 61

FASHIONS AND BEAUTY

- MODELS' AUCTION..... 42
- HOT SUN SHAPES NECKLINES: LOOK Makes Capital of Stripes and Curves Acquired by Careless Exposure to Burning Sun..... 52
- GIRL, GAME, SHIRT ARE HITS: Anne Burr Rates High in Radio; T-shirt in Style, Value..... 84

FOOD AND HOME MAKING

- WOMEN IN DAYTON, OHIO, MOVE IN ON HOUSING..... 68
- IS CANDY FOOD?; Yes—But Sweets Are No Substitute for a Meal..... 86

DEPARTMENTS

- LETTERS & PICTURES TO THE EDITOR..... 4
- LOOK APPLAUDS..... 16
- PHOTOQUIZ..... 18
- PHOTOCRIME..... 74
- MEET THE PEOPLE..... 79
- LOOK MOVIE REVIEW..... 80
- MOVIE GUIDE..... 83
- RECORD GUIDE..... 85
- SOURCES OF LOOK'S PICTURES 85

In China, Japs almost shot Abend; in U.S., they praised him

For over 20 years, Hallett Abend has been saying things about conditions in the Far East that have irked both individuals and nations. In 1940, when reporting for *The New York Times* from Japanese-occupied China, he was assaulted and threatened with assassination. Then, after he was forced to flee China, in 1941, the Japanese Embassy in Washington called his *Times* dispatches "more fair and just than any news reports coming out of China."

The scholarly looking Pulitzer Prize winner now has some caustic comments to make about Gen. Douglas MacArthur's policies in Japan in *The Strange Case of MacArthur in Japan*, on page 46.

Abend came from a family with an urge to go West. "But since I was born in Portland, Oregon," he says, "I suppose it was foreordained that I should cross the Pacific and make my home in China."

Heading for China in 1915, he got as far as Hawaii, where he worked for a year as city editor of the Honolulu *Star-Bulletin*. He then came back to the West Coast and worked at newspaper desk jobs.

Finally, in 1926, Abend set out again for China, planning to vacation there six months. He wrote occasional dispatches, then became *Times* correspondent and stayed 15 years.

A 64-year-old bachelor, Abend has written nine books on the Orient, two of the most notable being *Tortured China* and *Japan Unmasked*. At present, he is working on two books at his country home near Buskirk, N. Y., and still manages to crowd in a lecture tour.

Cover picture of Anne Burr, who appears on C.B.S. program *Big Sister*, by Arthur Rothstein.

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— the friendly, sunny flavor of Del Monte pineapple

Sure—you can have a dandy barbecue indoors, when it features flavor as bright as this! DEL MONTE Brand Pineapple is so gloriously rich—so refreshingly tart-sweet—it makes any meal something special.

And you can count on that sunny flavor from any member of the DEL MONTE Pineapple family—whether it's tender *Sliced*, handy *Crushed*, golden *Chunks*, or sparkling *Juice*. DEL MONTE always uses only full-ripe pineapples—fast-picks them, with typical DEL MONTE care, to capture all their tempting tropic goodness.

So choose the style to meet your need—then make DEL MONTE your brand—for flavor!

TROPIC BAR-B-BURGERS

Boil down 1 cup syrup from DEL MONTE Sliced Pineapple to $\frac{1}{2}$ volume. Stir in $\frac{1}{4}$ cup DEL MONTE Chili Sauce, 2 tbsps. sliced green onions and $\frac{1}{4}$ tsp. Worcestershire sauce. Shape 1 lb. hamburger into 4 triangular patties, pressing centers thin and leaving edges about $\frac{3}{4}$ " thick. Brown patties in broiler on one side, turn; press in centers with spoon. Place 4 DEL MONTE Pineapple slices in broiler; bake with drippings. Just before patties and pineapple are done, place tomato wedges in patties, spoon sauce over them, and finish broiling.

You can enjoy
all these delicious
styles, too —

JUICE: Natural,
tempting refreshment
CHUNKS: Luscious,
easy-to-eat wedges
CRUSHED: Golden and
juicy—extra-handy

One more good food
from the brand that puts
FLAVOR FIRST









Del Monte

Sliced • Crushed • Chunks • Juice **PINEAPPLE**

Nourishing MEAT

You knew it was good...
but... did you know
it was this good?

Meat as a Source of Protein, B Vitamins and Iron					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B1)	RIBOFLAVIN (B2)	NICOTINIC ACID (B3)	
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE	Excellent	Good	Good	Good	Excellent

All meats also contain the minerals copper and phosphorus in significant quantities

Meat smells so good when it cooks, tastes so good in the eating, gives you such a good, well-fed feeling. These are all good reasons for liking it.

But science now has a word to say about protein, in which meat is so rich. The ten essential amino acids that *complete* protein provides must all be furnished at the same time to produce the best results in building tissues, blood and resistance in the body.

Meat's *complete* protein gives you all ten together. Add to this meat's B vitamins and food iron and you can see you're right in liking meat.

P.S.—For help on your meat problems, listen to the Fred Waring Show, NBC stations, every Thursday morning.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Ballet dancer Ingrid Secretan does a solo bit in Kate's lively first number, *Another Op'nin', Another Show*.

Kiss Me, Kate

Some wonderful Cole Porter songs and a parallel plot of modern backstage life bring new and delightfully different life to Shakespeare's *Taming of the Shrew*.

THIS Cole Porter of such famous shows as *Anything Goes* and *Panama Hattie* is back with another winning score in *Kiss Me, Kate*. In this new Broadway hit, Alfred Drake, Patricia Morison, Lisa Kirk and other engaging players delight audiences with a variety of songs ranging from the beautiful *So in Love Am I* to the risqué *Too Darn Hot*. The book, by Bella Spewack,

centers around a Baltimore tryout of a musical version of *The Taming of the Shrew*. Backstage romantic mixups alternate with brief Shakespearean scenes, handsomely mounted by designer and co-producer Lemuel Ayres. The *Shrew* music includes *I Hate Men*, *Bianca and I've Come to Wive It Wealthily in Padua*. Backstage numbers are illustrated on these pages.

(Continued on next page)



The musical's stars, Patricia Morison and Alfred Drake, put real meaning into its title.

Perk up your old piano with a new kind of fun!



It's loads more fun to play your piano and at the same time add violin, cello, sax, or even an organ solo... and dozens more.

You can do these amazing things with a Solovox added to your piano. The Solovox adds a second keyboard on which you play a host of different instrumental solo effects to your own piano accompaniment.

Easy to play

Your left hand plays the bass accompaniment while your right hand plays the melody on the Solovox. It's easy to play. You can teach yourself!

It makes no difference whether you're a first class piano player or just a fair to middlin' one. With a Solovox on your piano, anything you play sounds perfectly swell!

Simply plug the Solovox into an electric outlet. It can be added to or removed from any piano in minutes. Does not mar the finish or affect the normal tone of the piano.

Mail the coupon

Visit your Solovox dealer soon and play the Solovox yourself. See how one tune can be played dozens of interesting ways. And send the coupon to receive the free illustrated booklet that gives all the facts about the amazing Solovox.*

Solovox

Made by the makers of the Hammond Organ



Hammond Instrument Company
4166 W. Glenview Ave., Chicago 39, Illinois

Without obligation, please send me full information about the Solovox.

Name _____

Address _____

City _____

P. O. Zone _____ State _____

☐ Check, if you also wish full details about the Hammond Organ

ST. 38 Rev. 11-54 Per. Off. Copyright, 1962



Dressing-room duet: As a divorced team reunited in *Taming of the Shrew*, Miss Morison and Drake recall a

more harmonious past in *Wonderbar, Wonderbar*. Each confesses in a superb torch song, *So in Love Am I*.



Lisa Kirk, a hit in *Allegro*, chides Harold Lang, her dancing sweetheart in *Kate*, in *Why Can't You Behave?*



A show-stopper by Miss Kirk is *Always True to You in My Fashion*, a match for *My Heart Belongs to Daddy*.



The finale finds all romances ending happily and the cast joining in the ribald rhymes of *Brush Up Your*

Shakespeare, in which comes Jack Diamond and Harry Clark (beside Drake) tie up Bard's plays and amour.

END



Peek into the Pullmans that pass in the night



That's a famous congressman enjoying the privacy of his own thoughts in the privacy of his comfortable Pullman room.



Concert star, bound for her next engagement. She'll be in "good voice" tomorrow because she'll sleep like a baby on that big, soft, clean Pullman bed.



Sales-manager on a trouble-shooting assignment... enjoying the relaxation and companionship of the Pullman lounge car.



The Johnson Family en route to their new home... enjoying a delicious railroad dining car meal on the way.



Newspaper correspondent turning travel time into working time. (It's easy—you just ask the Pullman porter for a table!)

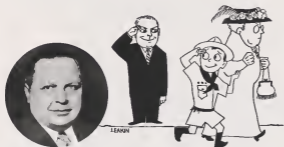
The train's out of sight now. The people you've seen will arrive safe and refreshed on dependable railroad schedules...right in the heart of town...convenient to everything.

You can be part of this wonderful world on wheels next time you travel. Ask your ticket agent now about the complete choice of Pullman accommodations.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY
TO GET THERE!

Look *applauds...*



GEORGE W. MASON

From selling cars as a Michigan U. undergrad, he has become a key figure in today's giant auto industry. The president of Nash-Kelvinator, he also heads the Automobile Manufacturers' Association. Recently, he saw the industry turn out its 100,000,000th vehicle—a figure he himself did much to achieve.

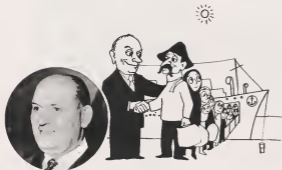
Mr. Mason made good from the start, yet always found time to work for the Boy Scouts, other civic causes. After service with three auto companies, he turned to refrigeration and became president of Kelvinator in 1928. When Nash wanted him, it had to take Kelvinator too. It was a bargain.



NAN MERRIMAN

At 28, she enjoys a record few older singers can equal. This month, she's giving 15 concerts from Chicago to San Francisco. In March, she sings three times with Bruno Walter in Carnegie Hall. Last season, she set something of a record with 11 symphony dates in New York—three with Toscanini.

Miss Merriman has won success without a formal opera apprenticeship. A mezzo-soprano, she studied voice evenings while working as a secretary by day. She won her first contest in Los Angeles, where she went as a child from her native Pittsburgh. And she's never lost a contest since then.



UGO CARUSI

His work is giving a vigorous start to one of the most humanitarian programs ever undertaken by Uncle Sam. He heads the Displaced Persons Commission set up by the act admitting 205,000 DP's to America. Because of his efforts, the first contingents are now landing in the United States.

The son of immigrants himself, Mr. Carusi is a man of action. He bolstered the family funds as a boy in Barre, Vt., by selling papers. He wound up as Washington's expert on immigration. When he left for Europe in September, he said the first group of DP's would arrive in October. They did.



MICHAEL F. COSTELLO

He's a law officer who finds homes for tenants instead of evicting them. The High Sheriff of Providence County, R. I., he got his cue last June. A law expired that forbade evictions except for nonpayment of rent or other flagrant abuses. Soon, 600 eviction cases piled up.

Sheriff Costello delayed the evictions. He admitted he was in contempt, but said people would suffer "irreparable harm" if he acted. At his own expense, the Sheriff advertised for homes for families facing eviction. Somehow, he got homes for most. Of the 600 cases, he has put just 19 families on the street.

SAMUEL GOLDWYN *presents*

"Enchantment"

JUST ABOUT THE MOST WONDERFUL LOVE STORY EVER FILMED!



STARRING

DAVID NIVEN · TERESA WRIGHT · EVELYN KEYES · FARLEY GRANGER

Screen Play by Juku Patrick • From the Novel by Russer Golden • Directed by IRVING REIS • Released by RKO Radio Pictures, Inc.

ANOTHER "BEST" FROM THE PRODUCER OF "THE BEST YEARS OF OUR LIVES"

oh-oh, Dry Scalp!



"...IMAGINE ME dancing with a scarecrow! Hope somebody cuts in. How can a man be so careless about his hair? It's straggly, unkempt, and... oh-oh—loose dandruff! He's got Dry Scalp, all right. Maybe if I tell him about 'Vaseline' Hair Tonic..."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



HE TOOK HER TIP, and look at his hair now! "Vaseline" Hair Tonic can do as much for you. Just a few drops a day, and you'll see an amazing improvement. Checks loose dandruff... contains no alcohol or other drying ingredients. It gives double care... to both scalp and hair... and it's more economical than other hair tonics, too!

Vaseline HAIR TONIC

TRADE MARK ®

TOPS IN ENTERTAINMENT: B.B. CHRISTIAN, STARRING JEAN HERSHOLT, ON CES, WEDNESDAY NIGHTS; MYLES HERRMAN, NEW MYSTERY SHOW, SATURDAY NIGHTS, ON ABC. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

Look Photoquiz



GUEST EDITOR, AL JONSON
Star of "The Kraft Music Hall," NBC



1 Here's young movie actress you should know:
(a) Angela Lansbury (b) Susan Owen (c) Priscilla Lane



2 There's no doubt about it, these nuts are:
(a) walnuts (b) almonds (c) cashews (d) pecans



3 Here is a statue of an early voyager, he's:
(a) Henry Hudson (b) Captain Cook (c) Laif, the Discoverer (d) Robert E. Peary



4 It's plain to see this body is an expert:
(a) chirographist (b) prestidigitator (c) costumed (d) anthropologist



5 Here's a comfortable scene in a cowboy's:
(a) barroom (b) bunkhouse (c) dancehall (d) corral



6 This special railroad car is used to haul:
(a) coal (b) cattle (c) lumber (d) dry goods



7 It's not difficult to tell this ship is a:
(a) battleship (b) motor sailor (c) "Tugs" (d) schooner



8 This familiar American object is called a:
(a) coil (b) steam table (c) hat plate (d) grill



9 Here's our actress (of question 1) in:
(a) "The Emperor Waltz" (b) "Tough Guy" (c) "Hugs" (d) "State of the Union"



10 Here's a start on what will soon be a small:
(a) corned beef (b) rotten meat (c) limited meat (d) worn meat

Photoquiz—Trade-Mark Reg. U.S. Pat. Off.

Al Johnson says, "Every singer has his fans and critics and I have my share of both. The critics say other people can sing my songs better. Maybe so, but they don't sing them as often as I do. And just for the record, I know those fancy words other singers use. But at my age they take too much wind."

5 FOR EACH ANSWER 65, PASSING 70, FAIR 80, GOOD 90, EXCELLENT



11 With no fear of rain, one might walk in:
(a) this arcade (c) this equidant
(b) this balcony (d) this hall



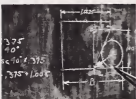
13 This flag flies for the Latin country of:
(a) Luxembourg (c) Chile
(b) Ethiopia (d) Madagascar



15 The pressure he reads should be close to:
(a) 30 pounds (c) 10 pounds
(b) 39 pounds (d) 24 pounds



17 This statue is from the bygone age called:
(a) Victorian (c) Elizabethan
(b) Napoleonic (d) medieval



19 The chalkboard tells you the subject is:
(a) algebra (c) accounting
(b) shop trigonometry (d) mixed fractions



12 This is an early picture of the famous Mr.
(a) George Marshall (c) Winston Churchill
(b) John L. Sullivan (d) Bernard Baruch



14 These huge coaks indicate you are in a:
(a) cotton gin (c) wine cellar
(b) grain elevator (d) silo



16 These creatures are symbols of the state of:
(a) Arizona (c) Wisconsin
(b) Louisiana (d) New York



18 The name of this famous spot in Rome is:
(a) Acropolis (c) St. Peter's Square
(b) Trajan's Square (d) the Mall



20 Keep your kitchen cool with this officer:
(a) exhaust fan (c) condenser
(b) cold air vent (d) warm air circulator

ANSWERS ON PAGE 74

Here are a few reasons for **Lee** Leadership



Illustrated here are only a few of the many features that make Lee Work Clothes the favorites with America's working men.

Proof of Lee Leadership is found in the results of a national survey by a prominent publishing company among men in all types of jobs who voted Lee.

Work Clothes the preference over the next brand by an overwhelming margin.

Each Lee Garment gives you . . . longer wear . . . greater comfort . . . better appearance . . . more washings per garment and they're backed up with a money-back guarantee of satisfaction. They're Sanforized for permanent fit. Shrinkage not more than 1%.

BUY LEE WORK CLOTHES AT LEADING STORES COAST-TO-COAST



THERE'S A LEE FOR EVERY JOB

Overalls, Union-Albs, Matched Shirts and Pants, Dungarees, Riders (Men's and Boys' Cowboy Pants), Overall Jackets.



THE H. D. LEE COMPANY, INC.

Kansas City, Mo. Minneapolis, Minn. Toronto, N. J.
San Francisco, Calif. South Bend, Ind. Selma, Kansas



WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

*Here for 1949! The
Sensational New*

PHILCO

COMBINATION REFRIGERATOR

WITH BUILT-IN HOME FREEZER



Built-in Home Freezer with patented Philco principle... gives frost-free storage space for frozen foods at zero-zone temperatures. Separate superfast, out-of-the-way freezing shelf for ice trays.

"America's Most Wanted Refrigerator!"

New for '49... a triumph of Advanced Design from the Philco laboratories! The sensational new Philco 893... with huge Built-In Home Freezer... with Balanced Humidity to keep foods fresh and flavorful... with all the latest, most wanted features... New in usefulness! New in convenience! New in big over-size 8.1 cubic feet capacity. See it today. America's greatest refrigerator value.



Philco AV-75 Home Freezer holds up to 300 pounds of frozen foods in its 7½ cu. ft. capacity... 3 compartments. Zero-zone temperatures as low as 15° below.



**COMPLETELY
ADJUSTABLE SHELVES
FROM TOP TO BOTTOM**

Most useful, most flexible shelf arrangement ever developed. You adjust the shelves to suit yourself for any size or shape of food. Yes, only Philco has it.

PHILCO *Famous for Quality the World Over*

*It's a
WONDERFUL
Refrigerator!*





A trim Uncle Sam of yesterday looks at his bloated 1949 counterpart. Experts on government say Uncle Sam will always stay big, but he doesn't need the fat.

IS OUR GOVERNMENT TOO BIG?

Our huge, sprawling Federal system is interested in everything from baby care to dam building. But it took the Hoover Commission to find 28 agencies dealing in welfare matters—and two agencies planning to build the same dam

By WILLIAM B. ARTHUR, LOOK Washington Bureau

If you ran your own business the way the Federal Government is run, you'd probably go broke.

That's the inescapable conclusion to be drawn from the Hoover Commission's study of our Government. The Commission's reports for the 81st Congress show thousands of examples that might well lead to waste and inefficiency—such examples as these:

1. It took a Government agency several months and cost \$3,000 to comply with an order to cut its employees from 7,000 to 5,000. Paper work is so voluminous that the tendency in government is to keep an inefficient employee rather than to go through the red

tape necessary to dismiss him.

2. Thirty-eight different government agencies lend money.

3. Sixteen different government agencies are engaged in wildlife preservation.

4. The Bureau of Indian Affairs in the Department of the Interior has 393,000 Indians under its jurisdiction or care. It employs 12,269 persons to administer its program. That's one employee for every 32 Indians.

5. The Veterans Administration requires an average of 73 days to pay death claims on Government life insurance. Whereas private insurance companies pay about 80 per cent of their death claims within 15 days after receipt

of satisfactory proof of death.

6. Toll rates on the Panama Canal in 1948 were the same as they were 10 years earlier, in 1938, despite the fact that expenses were up 79 per cent.

7. The Army tore down a camp in Alaska that cost \$16,000,000. It shipped the lumber to Seattle, Wash. The Department of the Interior got the lumber in Seattle and shipped it back to a point 10 miles from where it was.

On and on they go, these stories about what's wrong with the business of government. You and other Americans are paying \$40,658,000,000 to keep it going. It's the most stupendous, colossal, gigantic business under-

(Continued on next page)

Herbert Hoover probes results of Uncle Sam's topsy-turvy GROWTH

taking in the world. By its own admission, it employs 2,090,554 civilian workers, with an annual payroll of more than \$6,000,000,000. Its 1,816 separate bureaus and agencies occupy 46,865 separate offices whose combined area is equal in size to the area of 170 buildings like the Empire State. It took 1,353 pages of fine print in a book weighing six pounds, five ounces, to present the budget estimates of your government's business for 1949 fiscal year operations.

It has a debt of \$252,435,000,000. That's equal to an obligation of \$1,722 for every person in the country. It costs more than five billion dollars a year just to pay the interest on that debt. That's more than the annual cost of operating the entire Federal Government in the years before 1934, except for the war budgets of 1918-21.

We Have a Complex Society

The Federal debt is going up. It's costing \$42,203,000,000 this year to run your Government. That's \$1,545,000,000 more than the Government collects in taxes.

You ask, "Why is government costing me so much?" And "What can be done about it?"

To understand this problem of government costs, it's necessary first to understand the factors that created the problem.

Less than 200 years ago, we had a rural society of large families living on self-sufficient, thinly scattered farms. Today, America is an industrial and urban nation of small families, heavily dependent upon each other for the food they eat, the clothing they wear and the shelter they have. To maintain a balance in this complex society we created, we expanded our government.

At first, the expansion was gradual. But during the past 30 years, it was speeded up under impetus of the worst depression in our nation's history and the greatest war.

As needs developed, we created new Government agencies and bureaus to meet them. We were under pressure to do something, and do it quickly. We gave little thought to costs. Efficiency was a minor consideration.

Depression and War Left Problems

But now, the depression is over. So is the war. Many of the problems left in their wake still exist. Some new ones have been added. And the leading problem is what to do about the inefficiency and waste we created, the inefficiency and waste that today plays a major role in keeping your government in the red and your taxes up.

It isn't difficult to find examples. A farmer



Herbert Hoover listens to Robert Moses, left, chairman of the Hoover Commission's task force investigating public works. Mr. Hoover describes his commission role as his "last public service."

wrote to the Department of Agriculture seeking advice on the best type of fertilizer to use on his soil. He got answers from five separate offices. All the answers were different.

In its efforts to deal with government, business finds 34 agencies engaged in obtaining land, 10 in government construction, 9 in credit and finance, 10 in materials and construction, 4 in bank examinations, and 65 in gathering statistics.

Nor is that all. Twelve Government agencies are engaged in home and community planning, 28 in welfare matters, 14 in forestry matters. And 25 deal with the nation's mineral resources.

Congress has made several attempts to do something about overlapping agencies. So has

the President. But little has been accomplished, principally because no one knew exactly what the Government was doing. Bureaus have been reshuffled. Some have been abolished. Funds have been cut, through the "that's all you get, make the best of it," procedure. But that method, admittedly, is ineffective and sometimes harmful.

On July 7, 1947, however, Congress adopted a different approach to the problem. By a unanimous vote, it passed a bill setting up a "Commission on Organization of the Executive Branch of the Government." This is the so-called "Hoover Commission," with ex-President Herbert Hoover serving as chairman.

For the last 15 months the 12 members of this nonpartisan organization, with the assist-

ance of a staff of more than 1,000 experts both from within and outside the Government, have been studying the functions of government with a view to:

1. Limiting expenditures to the lowest amount consistent with efficient performance.
2. Eliminating duplication and overlapping.
3. Consolidating similar activities.
4. Abolishing unnecessary activities.
5. Focusing, limiting executive functions.

Reports Are Ready for Congress

The Hoover Commission is delivering its reports during this session of the 81st Congress. After its first overall report, it will submit detailed reports of its findings and recommendations. President Truman already has approved a proposal to group 60 widely scattered administrative services in a single agency.

"It was not our mission to dig up mud," Mr. Hoover declared. "Our problem was solely that of a constructive reform."

Commission members find that in the 1949 fiscal year, the Federal Government is spending more than \$6,678,347,668 for supplies, material, and equipment. "But nowhere is there an overall listing on hand to show whether or not new material ordered might possibly be included in the more than \$27,000,000,000 of goods already paid for in government warehouses and storage depots."

"Nor does anyone know the value of material already in use. It's 'anybody's guess.'"

It's estimated that approximately 3,000,000 purchase orders are issued each year by Government agencies. One half of these orders average less than \$10 in value. But the cost of processing the orders greatly exceeds \$10. So, hundreds of thousands of items purchased cost less than the paper work needed to buy them.

Post Office Has a Deficit

The Post Office Department, which next to the Military Establishment employs more people than any other Federal agency—498,415—is operating at a deficit of \$590,000,000 a year. That's almost a third of the Federal operating deficit. "The department," according to a Commission study, "is losing money on every service it renders the public except first-class mail, foreign mail and postal savings."

Every time you buy and mail a 1-cent postcard, it costs the Government 22 1/2 cents. The average fee for money orders is 11 1/2 cents, but it costs 22 1/2 cents to process a money order.

It takes 20 per cent more money to operate the Post Office Department's fleet of motor vehicles than it does to operate large-scale private transport fleets. A contributing factor is that Post Office vehicles average 15 years in age.

Machinery is available which can sort 3,000 items of mail per man-hour, as compared to 1,200 to 1,600 items per man-hour by hand. But the Post Office Department has none of this machinery.

To turn out the maze of paper work that issues from its offices, the Federal Government owns 848,467 typewriters. About 25,000 persons on the Federal payroll use typewriters on a part-time or full-time basis. This means that the Government owns 3.6 typewriters for every employee who uses one.

Power, irrigation and flood control projects of the Government—sometimes called "multiple-purpose projects"—are costing approximately \$875,000,000 in 1949. The largest Government agencies involved in these projects are the Corps of Engineers of the Army, and the Bureau of Reclamation of the Department of the Interior.

Primarily, the Corps of Engineers' interest is flood control and navigation on inland

waterways; the Bureau of Reclamation's is in irrigation and the generation of electric power. In carrying out their jobs, the C. of E. has proceeded upstream; B. of R. downstream. Through the years, they have been getting closer together in their work. It is no wonder, therefore, that on July 1, 1948, the following item appeared in the *Engineering News Record*:

"The Army Engineers and the Bureau of Reclamation on the same day recently made public separate reports favoring construction of a high dam in Hell's Canyon of the Snake River, between Lewiston and Weiser, Idaho."

The story showed that the C. of E. intended to build its dam 102 miles below Weiser; B. of R. 104 miles below. The Army planned a dam height of 710 feet; B. of R. 740. The Army's dam, two miles above B. of R.'s, would generate 350,000 kilowatts of electric power; B. of R.'s, 900,000. The Army's would cost \$75,260,000 less than B. of R.'s. "It cost the two agencies \$25,000 each to draw up the plans for these dams," the Hoover Commission reports.

Land Services Sometimes Overlap

"The Department of Agriculture's Forest Service administers 123 million acres of Government-owned forests. The Bureau of Land Management in the Department of the Interior administers an additional 28 million acres. In scores of cases, forests administered by the two services lie side by side. In the 'OC & Coos' Grants, near Grants, Oregon, the boundary of the heart of the Douglas Fir region, lands of the two agencies are so intermingled that Forest Service and Land Management rangers cross each other's paths in carrying out their duties.

Range lands of the two agencies frequently are adjacent too. Ranchers therefore frequently are dependent on both agencies to sustain their ranging operations. They must enter into transactions with two agencies whose terms and arrangements for ranging differ. Both estimate their own fees for grazing. Both use different standards to determine the number of stock to be grazed in a given area.

"Turning to the Secretary of State, and the Under Secretary of State, the Hoover Commission says they have 'an appalling burden on their shoulders. A sheer lack of time prevents them from carrying out the duties they are supposed to perform.'"

Within the State Department, says the Commission, there is confusion "resulting from constant changes in the principal officers." Adding to this confusion are "repeated threats of major reorganizations and a constant stream of minor organizational changes and reassignments of duties."

Within the Department of Agriculture, the Commission finds an "insufficient integration of parts, resulting in considerable overlapping and duplication."

Arguments Have Been Hot

The Hoover Commission is making scores of recommendations to correct what's wrong with our Government. Some of them will be classed as "routine." Others will be called "stirring." For the past two months, it has been debating the recommendations contained in its voluminous reports; recommendations which, in the long run, could save taxpayers "billions of dollars." The arguments often have been hot.

But, in the words of Mr. Hoover, "If we are to succeed in this task, we must make some very drastic and bold recommendations. It is our confident that the Commission (will) have the courage to do so. . . . I hope that you will bear in mind that we are engaged in a constructive and commonsense action, and not in destruction. And I hope that our proposals will appeal to . . . the common sense of the people at large."

1949 estimate	12 1
NATIONAL DEFENSE	6.8
VETERANS	7.0
INTERNATIONAL	5.3
DEBT INTEREST	2.8
TAX REFUNDS	2.0
SOCIAL WELFARE, HEALTH, SECURITY	1.2
GENERAL GOVERNMENT	.9
AGRICULTURE	1.8
TRANSPORTATION & COMMUNICATION	1.6
NATURAL RESOURCES	1.1
FINANCE, COMMERCE, ETC.	.5
EDUCATION, LABOR, HOUSING	

HERE'S HOW U.S. IS SPENDING YOUR MONEY

HERE'S HOW U. S. COSTS ARE GOING UP

In 1929, U. S. expenditures equaled two-thirds of total earned then by Californians.



In 1938, U. S. expenditures equaled amount earned by individuals in the 11 shaded States.



In 1947, U. S. expenditures equaled the income received by individuals in these 17 states.





Children at a Blue Earth County school line up to get hot lunches and milk, partially paid for by U. S.

IS OUR GOVERNMENT TOO BIG? CONTINUED



A Farmers Home Administration loan helped this ex-GI buy chickens and go into farming business.



Blue Earth's county agent, partially paid by U. S., conducts test in effort to rid corn crop of borer.



The County's home demonstration agent, paid in part by U. S., tells how to fix chickens for freezing.



A farmer discusses a Production Credit Association loan on livestock. Such loans are supervised by U. S.



An Agricultural Conservation Association aide scales a bin of soybeans pending a crop loan to the farmer.



Directors of a local National Farm Loan Association, operated under U. S. guidance, hold a meeting.



More electricity for farmers will result from this job by a Rural Electrification Administration co-op.



Gale L. Hanson, representing Office of the Housing Expediter, provides advice on rent control.



Mankato's post office is largest of 13 in Blue Earth County. Service is also largest U. S. function.



Sign shows deposits under \$5,000 in this bank are insured by Federal Deposit Insurance Corporation.



War veterans receive assistance, advice from Veterans Administration representatives at this office.



Veterans, other students train at Mankato Vocational School, operated by school board with U. S.



Federal money helps school board operate this Veterans Administration Vocational Guidance Center.



This housing project went up with U. S. assistance. Like other cities, Mankato has a housing pinch.



Representing the judicial branch of government in Mankato is the Clerk of the U. S. District Court.



Federal taxes are paid in the Mankato Division Office, Collector of Internal Revenue, serving 17 zones.



Unemployed of five counties, with 30 towns, register here for work. The sign tells where U. S. fits in.



Fine highways like this give Blue Earth residents easy access to their neighbors. U. S. funds assisted.



Uniforms, pay, and equipment for this Minnesota National Guard unit are provided by U. S.



Army and Air Force enlistees are sworn in at the two services' combined recruiting-service office.



The Navy Department operates separate recruiting facilities in a separate office in same building.



And the Marine Corps maintains still another office in the same building to enlist future leathernecks.



Blue Earth County's Local Board No. 7, Selective Service, examines prospective draftee's papers.



Army will rent armory being constructed here for use by Mankato's Organized Reserve Sub-Office.

U. S. helps Blue Earth County, Minn., people in everything from lunches to rent control

The 26 pictures on these pages show clearly the direct and indirect activities of the Federal Government in Blue Earth County, Minn. Most of the photographs were made at the county seat, Mankato, whose latest estimated population is 21,000.

The photographs show that, from youth (upper left corner) to old age (lower right corner), the United States Government plays

a vital role each day in the lives of Blue Earth's citizens. In response to the needs of the people, brought on by an economic depression and a war, it has assumed 15 of the 26 roles within the past 20 years.

The Hoover Commission, which is reporting on the efficiency of these services, hardly will overlook the fact that here, as in many other communities, the armed services

are using three separate offices to conduct their recruiting activities when one would suffice. And certainly, the Commission will question why the Army's Organized Reserves are preparing to rent armory facilities in Mankato when a modern National Guard Armory is just a few blocks away.

But regardless of what's right and what's wrong about the Federal Government's ac-

tivities in Mankato, and in other American communities, "its dominance is a fact," the Commission reports. As one citizen of Blue Earth County observes, "Uncle Sam treats us all right."

Information about the Federal Social Security program is obtained in this Social Security Board office.



U.S. EXECUTIVE BRANCH HAS THAT 2,000,000 EMPLOYEES

The government employment chart on these two pages shows Post Office Department's 498,415 employees head list, with Army second, Navy third. Labor Department employs only 3,382.

This chart is based on Government figures for July, 1948



EXECUTIVE OFFICE OF THE PRESIDENT

The President of the United States...	1
The White House Office...	221
Executive Mansion and Grounds...	43
Bureau of the Budget...	566
Council of Economic Advisors...	41
Total employees (6 WOC*)	892

DEPARTMENT OF STATE

Office of the Secretary	161
Office of the Under Secretary	4
Office of the Counselor	19
Office of the Legal Advisor	99
Office of the Assistant Secretary	
Occupied Areas	56
Office of United Nations Affairs	123
Foreign Service	12,448
International Activities	3,394
Assistant Secretary, Political Affairs:	
Office of the Assistant Secretary	8
Office of American Republic Affairs	83
Office of European Affairs	100
Office of Far Eastern Affairs	35
Office of Near Eastern and African Affairs	90
Assistant Secretary, Economic Affairs:	
Office of the Assistant Secretary	39
Office of International Trade Policy	226
Office of Financial and Development Policy	167
Office of Foreign Liquidation	
Committee	94
Assistant Secretary, Transportation and Communications:	
Office of the Assistant Secretary	4
Office of Transport and Communications	84
Special Affairs, Research & Intelligence:	
Office of the Special Assistant	56
Office of Intelligence Research	304
Office of Intelligence Collection and Dissemination	163
Assistant Secretary, Public Affairs:	
Office of the Assistant Secretary	101
Office of Public Affairs	231
Office of International Information	146
Office of Educational Exchange	395
Office of Departmental Administration	1,449
Total employees (85 WOC*)	21,747

NATIONAL MILITARY ESTABLISHMENT



SECRETARY OF DEFENSE

Secretary of Defense	275
Boards and Staffs	805
Total employees (21 WOC*)	1,080

DEPARTMENT OF THE ARMY

Secretary of Defense Area	
(National War College)	86
Secretary of Army Area	1,171
Chief of Staff Area	5,280
Miscellaneous Area	2,551
Administrative Services	9,410
Technical Services	198,165
Army Areas	58,570
All others	123,733
Total employees	401,972

DEPARTMENT OF THE NAVY

Office of the Secretary	1,445
Judge Advocate General	98
Naval Operations	910
Bureau of Aeronautics	1,181
Bureau of Medicine and Surgery	394
Bureau of Naval Personnel	1,204
Bureau of Ordnance	836
Bureau of Ships	2,231
Bureau of Supplies and Accounts	1,449
Bureau of Yards and Docks	797
Headquarters, U. S. Marine Corps	795
All other employees	335,253
Total civilian employees	346,581



DEPARTMENT OF THE AIR FORCE

Office of the Secretary	189
Chief of Staff, U. S. Air Force	2,122
Air Materiel Command	84,744
Air Training Command	9,965
Air Defense Command	7,249
Strategic Air Command	5,352
Tactical Air Command	4,051
Military Air Transport Service	3,509
Air University	1,929
Air Proving Ground	1,129
Headquarters Command, USAF	763
Total Employees	121,103
(Continental United States)	

POST OFFICE DEPARTMENT

Office of the Postmaster General	114
Bureau of the First Asst.	
Postmaster General	438,844
Bureau of the Second Asst.	
Postmaster General	30,850
Bureau of the Third Asst.	
Postmaster General	423
Bureau of the Fourth Asst.	
Postmaster General	26,616
Bureau of Accounts	163
Bureau of the Chief Inspector	1,263

Office of the Solicitor	65
Office of the Purchasing Agent	27
Administering the Public Debt	45
Migratory Bird Conservation Fund	5
Total employees	498,415



DEPARTMENT OF JUSTICE

Office of Attorney General	73
Office of Solicitor General	23
Office of the Assistant to the Attorney General	42
Office of Assistant Solicitor General	28
Administrative Division	444
Tax Division	151
Criminal Division	166
Claims Division	291
Customs Division	30
Patents Division	514
Lands Division	441
Offices of U. S. District Attorneys	
(93 districts)	1,239
Offices of U. S. Marshals	
(93 districts)	1,076
Federal Bureau of Investigation	9,735
Immigration and Naturalization Service	6,592
Bureau of Prisons	4,068
Territorial Jails	46
Federal Prison Industries, Inc.	432
Office of Alien Property	814
Total employees (11 WOC*)	26,227

DEPARTMENT OF LABOR



Office of the Secretary	233
Office of the Solicitor	214
Bureau of Labor Standards	80
Federal Prison Industries, Inc.	432
Rights	45
Bureau of Apprenticeship	489
Bureau of Labor Statistics	1,089
Women's Bureau	61
Wage and Hour and Public Contracts Divisions	1,121
Employees Outside Continental U. S.	30
Total employees (46 WOC*)	3,382

DEPARTMENT OF COMMERCE

Office of the Secretary	728
Bureau of the Census	4,315
Civil Aeronautics Administration	17,056
Coast and Geodetic Survey	2,628
Bur. of Foreign and Domestic Comm.	1,905
Patent Office	2,005
National Bureau of Standards	2,809
Weather Bureau	7,938
Inland Waterways Corporation	1,551
Total employees (9,894 WOC*)	40,925



DEPARTMENT OF THE TREASURY

Office of the Secretary	103
Office of the Technical Staff	71
Office of International Finance	216
Division of Tax Service	27
Office of General Counsel	76
Division of Personnel	23
Office of Administrative Services	395
Bureau of Accounts	3,702
Bureau of the Public Debt	7,911
United States Savings Bonds Division	477
Office of Treasurer of U. S.	1,539
Bureau of Customs	8,313
Comptroller of the Currency	1,504
Bureau of Internal Revenue	
(64 Collectors' Offices)	51,890
Bureau of Narcotics	281
Bureau of Engraving and Printing	5,851
U. S. Secret Service	
(16 District Offices)	725
Bureau of the Mint	1,283
Bureau of Federal Supply	2,254
U. S. Coast Guard	4,123
Total employees	90,416

DEPARTMENT OF THE INTERIOR

Office of the Secretary	526
Commission of Fish and Wildlife	2
Bonneville Power Administration	1,716
Southwestern Power Administration	70
Bureau of Land Management	1,381
Bureau of Indian Affairs	12,269
Bureau of Reclamation	17,035
Bureau of Mines	3,416
Geological Survey (3,541 temp. and WAE employees)	7,211
National Park Service	5,194
Fish and Wildlife Service	2,748
Government in the Territories	4,625
Total employees (1,965 WOC*)	56,193

DEPARTMENT OF AGRICULTURE



Office of the Secretary	66
Staff and Service Offices	3,480
Agricultural Research Administration	17,255
Commodity Credit Corporation	15
Commodity Exchange Authority	110
Farm Credit Administration	1,013
Federal Crop Insurance Corporation	1,087
Farmers Home Administration	13,534
Forest Service	22,575
Production and Marketing Administration	9,823
Rural Electrification Administration	9,600
Soil Conservation Service	12,087
Corporations	

Total employees (2,969 WOC*) **82,167**
*(WOC=Workers on Contract)

"How much should you help your in-laws?"

ASKED ELSIE, THE BORDEN COW



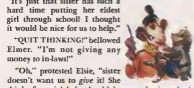
"I WOULDN'T help an in-law ONE RED CENT'S WORTH!" thundered Elmer, the bull. "And if that long-horned brother-in-law of yours has gone and bailed his way out of another job, and has put your sister up to making a touch—"

"Nothing like that!" calmed Elsie, the Borden Cow.

"It's just that sister has such a hard time putting her eldest girl through school. I thought it would be nice for us to help."

"QUIT THINKING!" bellowed Elmer. "I'm not giving any money to in-laws!"

"Oh," protested Elsie, "sister doesn't want us to give it! She thinks financial help should be on a business basis."



That helps the borrower keep his self respect. Then nobody feels uncomfortable when the family all gets together of an evening for a friendly game of bridge and a dish of Lady Borden Ice Cream."



"Let's forget family and Lady Borden Ice Creams, and concentrate on bridge," said Elmerilyly.

"It's hard to concentrate on anything else when Lady Borden Ice Cream is served," said Elsie. "I know, no matter which variety I serve my family—vanilla, chocolate, strawberry—they all tell me at once that Lady Borden is absolutely the last word in ice cream deliciousness."



"Check!" groaned Elmer. "If that's the last word, let's drop the subject."

"That's awfully hard to do," pouted Elsie. "You see, Lady Borden is the smoothest, creamiest ice cream that ever thrilled your taste."

"You'd thrill me more," snapped Elmer, "if you'd decide once and for all that we're not going to help your in-laws."



"Please, don't be so hasty, Elmer!" pleaded Elsie. "Suppose, just suppose, we were hard up temporarily—would you like it if our in-laws didn't offer to lend us money?"

"Me—asking help from in-laws!" snorted Elmer. "Woman, that's utterly and completely IMPOSSIBLE!"

"That's what folks said when Borden's sold them that new Borden's Instant Coffee tasted as rich and roaster-fresh as any coffee they ever sipped," said Elsie.



"But once they tried this 100% pure coffee, they went mad about it!"

"And I suppose," mimicked Elmer, "now that everybody and his brother has gone crazy about Borden's Instant Coffee, I should go crazy about helping your sister?"

"Then, you ARE going to help!" pounced Elsie. "Darling, that's just like you! And for a reward you get a cup of the grandest coffee that ever warmed a man's heart! I'll have it ready in a jiffy—without a pot, without a bit of mess. You just measure Borden's Instant Coffee into the cup, add boiling water—there! Isn't that good?"



"Almost good enough for your in-laws, woman!" guffawed Elmer.

"They are dears, aren't they?" asked Elsie. "And they expect good things in this house. You know, dear—if it's Borden's, it's GOT to be good!"



U.S. EXECUTIVE BRANCH HAS MORE THAN 2,000,000 EMPLOYEES

CONTINUED

INDEPENDENT AGENCIES



FEDERAL SECURITY AGENCY

Office of the Administrator	817
Office of Education	424
Saint Elizabeth's Hospital	2,421
Public Health Service	
Office of the Surgeon General	1,020
Bureau of Medical Services	767
Bureau of State Services	535
National Institute of Health	1,500
Philippine Rehabilitation	1,008
Communicable Disease Center (Atlanta)	1,745
District Office (D)	204
Hospitals, Stations, Other Field Activities	8,856
Commissioned Officers	2,015
Social Security Administration: Office of the Commissioner	47
Bureau of Old-Age and Survivors Insurance	5,356
Bureau of Employment Security	178
Bureau of Public Assistance	198
Children's Bureau	203
United States Employment Service	521
Field Offices (Regional area and field offices)	6,800
Office of Special Services: Office of the Commissioner	4
Bureau of Employees' Compensation Employees' Compensation Appeals Board	331
Food and Drug Administration	5
Vocational Rehabilitation	1,254
Total employees (4,302 WOC*)	36,304

RECONSTRUCTION FINANCE CORPORATION

Board of Directors	
Total employees	5,382

SMITHSONIAN INSTITUTION

Total employees	910
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SECURITIES AND EXCHANGE COMMISSION

Total employees	1,149
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AMERICAN BATTLE MONUMENTS COMMISSION

Total employees	121
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EXPORT-IMPORT BANK OF WASHINGTON

Total employees	125
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VETERANS ADMINISTRATION



Office of Administrator	24
Office of Exec. Asst. Administrator	253
Board of Veterans' Appeals	317
Office of Solicitor	96
Office of Assistant Admin. for Contract and Administrative Services	2,736
Off. of Asst. Admin. to Finance	1,803
Off. of Asst. Admin. for Personnel	357

Off. of Asst. Admin. for Sp. Services	127
Off. of Asst. Admin. for Vocational Rehabilitation & Education	236
Off. of Asst. Admin. for Claims	1,027
Off. of Asst. Admin. for Legislation	70
Off. of Asst. Admin. for Insurance	2,991
Chf. Med. Dir., Dept. of Med. & Surg.	513
Off. of Asst. Admin. for Construction Supply & Real Estate	1,102
Field Service, including branch and regional offices and hospitals	185,126
Total employees (8,593 WOC*)	196,858



ECONOMIC CO-OPERATION ADMINISTRATION

Office of the Administrator	20
Office of the Deputy Administrator	6
Office of the Assistant to the Administrator	20
Office of the Asst. Deputy Admin. for Program	60
Office of the Director of Operations	25
Division of the China Program	6
Office of Information	8
Office of the Comptroller	35
Budget Office	2
Office of the General Counsel	12
Office of the Labor Advisers	3
Division of Security and Investigation	10
Director of Administration	305
Office of the Special Representative	37
Missions	68
Total employees	620

INTERSTATE COMMERCE COMMISSION



Total employees	2,301
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U.S. CIVIL SERVICE COMMISSION

Total employees (63 WOC*)	4,043
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FEDERAL POWER COMMISSION

Total employees	822
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ATOMIC ENERGY COMMISSION, UNITED STATES

Total employees (12 WOC*)	5,018
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NATIONAL ADVISORY COMMITTEE FOR AERONAUTICS

Total employees (17 WOC*)	6,264
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PHILIPPINE WAR DAMAGE COMMISSION

Total employees	911
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FEDERAL MEDIATION AND CONCILIATION SERVICE

Total employees	373
-----------------------	-----

INDIAN CLAIMS COMMISSION

Total employees	11
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NATIONAL CAPITAL HOUSING AUTHORITY

Total employees	284
-----------------------	-----

NATIONAL CAPITAL PARK AND PLANNING COMMISSION

Total employees	20
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U. S. MARITIME COMMISSION

Office of the Commissioners	23
Office of Special Assistants to the Commission	8
Office of the Secretary	398
Bureau of Law	106
Bureau of Accounts	356
Bureau of Fiscal Affairs	362
Bureau of Purchase and Sales	435
Bureau of Operations	1,083
Bureau of Liquidation	67
Bureau of the Reserve Fleet	2,845
Technical Bureau	96
Bureau of Training	918
Price Adjustment Board	39
Inspection and Performance Division	72
Office of Trial Examiners	8
Total employees	6,816



WAR ASSETS ADMINISTRATION

Office of Administrator	96
Compliance Enforcement Division	183
Regional Directors' Staff	193
Office of General Counsel	663
Office of Management	2,000
Office of Acquisitions and Fiscal Services	8,312
Office of Personal Property Disposal	2,923
Office of Real Property Disposal	2,249
Aircraft and Electronics Disposal	364
Miscellaneous	16
Total employees	17,129

FEDERAL COMMUNICATIONS COMMISSION

Commissioners' Offices	29
Bureau of the Secretary	276
Office of Information	5
Bureau of Administration	54
Bureau of Engineering	734
Bureau of Accounting	162
Bureau of Law	105
Hearing Division	15
Total employees	1,380

THE PANAMA CANAL



Total employees	16,211
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PANAMA RAILROAD COMPANY

Total employees	7,347
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FEDERAL WORKS AGENCY

Headquarters Staff	89
Bureau of Community Facilities	630
Public Roads Administration	3,129
Public Buildings Administration	18,553
Total employees	22,401

OFFICE OF DEFENSE TRANSPORTATION

Total employees (9 WOC*)	44
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NATIONAL MEDIATION BOARD

Total employees	92
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PHILIPPINE ALIEN PROPERTY ADMINISTRATION

Total employees	160
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HOUSING AND HOME FINANCE AGENCY

Office of the Administrator	135
Home Loan Bank Board	976
Federal Housing Administration	4,747
Public Housing Administration	5,716
Total employees	11,574

TENNESSEE VALLEY AUTHORITY

Board of Directors	6
General Counsel	2
Office of the General Manager	59
Management Services Division	1,428
Office of the Chief Engineer	5,220
Office of the Manager of Power	4,529
Office of the Chief Conservation Engineer	2,503
Office of Manager of Reservoir & Community Relations	1,466
Total employees	15,223

FEDERAL DEPOSIT INSURANCE CORPORATION

Total employees (2 WOC*)	1,097
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OFFICE OF THE HOUSING EXPEDITER

Total employees	4,568
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CIVIL AERONAUTICS BOARD

Total employees	621
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COMMISSION ON ORGANIZATION OF THE EXECUTIVE BRANCH OF THE GOVERNMENT

Total employees (4 WOC*)	94
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NATIONAL LABOR RELATIONS BOARD

Total employees	1,369
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SELECTIVE SERVICE SYSTEM

Total employees (10 WOC*)	815
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THE TAX COURT OF THE UNITED STATES



Total employees	126
-----------------------	-----

U. S. TARIFF COMMISSION

Total employees	220
-----------------------	-----

RAILROAD RETIREMENT BOARD

Total employees	2,599
-----------------------	-------

NATIONAL ARCHIVES

Total employees	344
-----------------------	-----

FEDERAL TRADE COMMISSION

Total employees	579
-----------------------	-----

TOTALS

	Components	No. of Employees
Exec. Office of President	15	872
Executive Departments	1,026	1,690,238
Independent Agencies	775	372,335
WOC		27,009
Total	1,816	2,090,554

(*WOC: Warriors on Contract) END

Nearly 200 years
of know-how...
makes **Old Gold**
“the Treasure
of them All”



For a Treat instead of a Treatment... treat yourself to **OLD GOLDS**



Preferred for flavor
far, far above all
other margarines!

*delicate natural
flavor!*

Just try Allsweet and you will know the reason for its tremendous popularity. Allsweet, you will discover, is a margarine with delicate *natural* flavor. It contains no artificial flavoring. And you get it *fresh*.

Yes, Allsweet is made fresh daily in Swift plants across the country. And it's *kept* fresh on the way to your dealer's by an unequalled system of delivery in refrigerated cars and trucks.

Allsweet is so nourishing! It's rich in food energy. It's highly digestible. And, *all year 'round*, every pound gives you at least 15,000 units of Vitamin A.

"Can I buy yellow Allsweet?" Yes—if you live in one of the many states whose laws permit the sale of colored margarine. There Allsweet is sold yellow, in solid pounds and 4 quarter-pound prints. Of course it is also sold white, as in other states.



Crosby Is on Top Again

For the fifth year, Bing Crosby is Hollywood's No. 1 Money-Making Star at the nation's box-offices. In the Motion Picture Herald's 17th survey, covering the year ending last October, movie-theater managers

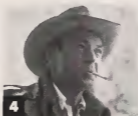
named the man reposing above as their leading ticket-seller. His 1945 winners—*Road to Rio* and *The Emperor Waltz*—put *The Granger* on top again for the Herald poll record. Below are the year's other leaders.



2 Betty Grable—only leading lady ever to lead the survey (in '43)—held her '47 place with *That Lady in Ermine*.



3 Abbott & Costello met *Frankenstein* in a '48 hit and zoomed from 29th in '46, 16th last year. They led in '42.



4 Gary Cooper, 4th since '46 and in the top ten for the 10th time, starred in *Good Sam* and *Unconquered*.



5 Bob Hope, 7th or better since '41, rose from 6th last year with *Road to Rio*, with Bing, and *Where There's Life*.



6 Humphrey Bogart, 5th in '47, was seen in *Key Largo* and *Treasure of Sierra Madre*.



7 Clark Gable, a leader since the poll began, kept his last year's place in *Homecoming*.



8 Cary Grant jumped from 11th to his top rank to date in *Bishop's Wife*, *Blandings*.



9 Spencer Tracy got back with the leaders in *State of the Union* and *Cass Timberlane*.



10 Ingrid Bergman, seen in *Arch of Triumph*, fell from second in '46, third in '47.



11 Esther Williams' two color musicals upped her from 24th in her second time on the list.



12 Gregory Peck, 8th last year, appeared in *Paradine Case* and *Gentleman's Agreement*.



13 Lana Turner, out of the running since '43, came back well with three box-office hits.



14 Alan Ladd, starred in *Wild Harvest*, *Saigon* and *Beyond Glory*, was down from 10th.



15 Red Skelton returned to his '44 spot with '46's surprise hit, *The Fuller Brush Man*.



16 John Wayne reached a new high in year's top Westerns, *Fort Apache* and *Red River*.



17 Roy Rogers led Western stars for sixth year, but fell from 12th in the general survey.



18 Randolph Scott scored in *Return of the Badmen* and two other popular horse operas.



19 Rita Hayworth slid from 16th in '46 and 18th in '47 with *Lady from Shanghai*.



20 Van Johnson, second in '45 but 13th last year, tumbled to a new low in two comedies.

In the grassy courtyard of Brandeis' majestic castle, two students relax and chat between classes.



Portrait of Louis Brandeis, the school's namesake, hangs in busy library.

BRANDEIS UNIVERSITY IS BORN

The first Jewish-sponsored university in America, named for a great liberal, doesn't discriminate against Catholics, Protestants, Negroes—or anybody

By LEWIS W. GILLENSON

Look Staff Writer

A 200-year-old dream is now a reality in Waltham, Mass. With the opening of Brandeis University, the Jews of America have established the first Jewish-sponsored university in the country.

Many Jewish leaders have long looked forward to the establishment of their own university. Religious groups have produced many of America's outstanding educational institutions, the Congregationalists founded Harvard, the Presbyterians, Princeton and the Roman Catholics, Notre Dame. But the Jewish community had never set up a nonsectarian university. At the same time, Jewish students have set a high

record for scholarship in America's colleges and universities. These facts, plus the quota-system in many educational institutions, spurred Jewish leaders in planning their own school.

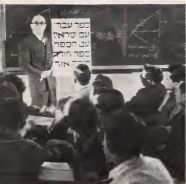
The sponsors of Brandeis believe in their experiment and its governing principles. The university is dedicated never to adopt a "quota" system limiting the enrollment of members of certain racial or religious groups.

Application forms include spaces for the applicant's name, his grades and his extracurricular activities record. No photograph is requested. Brandeis officials do not know—nor do they wish to know officially—the religious or

(Continued on next page)



Dr. Ludwig Lewisohn, famed author and head of Brandeis' English Department discusses his biography of Goethe with students at his home. Brandeis encourages close faculty-student relationships.



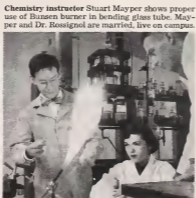
Dr. Shlomo Marenof, pointing to Hebrew characters, heads Hebrew Department. Brandeis plans full courses in Hebrew literature.



In adjoining room, Dr. Lois Rossignol records student's voice. In first year, all students will have their voices recorded for corrective purposes.



Dr. David Berkowitz conducts history seminar against skeleton background, a leftover from days when buildings housed a medical school.



Chemistry instructor Stuart Mayer shows proper use of Bunsen burner in bending glass tube. Mayer and Dr. Rossignol are married, live on campus.

BRANDEIS UNIVERSITY

continued

racial breakdown of the student body.

By design, the number of students in the school's first class is comparatively small. The founders suspect, like the late Louis D. Brandeis, associate justice of the U. S. Supreme Court, for whom the university was named, that mere size is not an accurate measure of greatness. In his Supreme Court days, Brandeis delivered many stinging decisions against industry and government grown too big.

"At Brandeis University," says Dr. Abram L. Sachar, president of the school, "we want an institution intimate enough so that its students are not just a record on a card index or a name on a roll book. We would like to think of schools like Brandeis as supplementing the tremendous institutions and giving more attention to the personal cultivation of the individual."

For its "pilot" class of 107 students, Brandeis has 13 faculty members. Sachar firmly hopes that this extraordinary ratio will not change by 1952, when the student body will number 1,200.

Brandeis is functioning smoothly today. But during its development stage, countless discouraging problems had to be overcome.

In 1946, a New York rabbi named Dr. Israel Goldstein began pushing the idea of a Jewish-sponsored university in earnest. He found a kindred spirit in George Alpert, a brilliant and energetic Boston lawyer. A board of trustees was formed and a fund-raising drive began.

The first big windfall came when they discovered that the campus and buildings of Middlesex University, in Waltham, might be available. Built as a medical school, Middlesex had failed to earn accreditation.

Alpert approached the trustees of Middlesex and offered to take the whole thing over if it were debt-free. The trustees were agreeable, provided the new school would be operated on a completely nonsectarian basis—a condition naturally favored by Alpert and his associates.

Brandeis Got Ready-Made Campus

The pledge was given, and Brandeis came into 100 acres of campus, equipment and a half dozen buildings, over which towered the main building, now called "The Castle."

With the property, the trustees of the new university took over the university charter.

(Continued on next page)



Terraces on The Castle overlooking the Charles River give inspiration for week-end painting.



Brandeis doesn't have gym yet, so two co-eds fence in empty building as classmate kibitzes.

In the first week of school, student actors of Brandeis had organized an energetic drama club.



On other side of room, aspiring modern dancers practice bends, choreographic exercises.

In one of the broad fields of the 100-acre campus, students set up targets and practice archery.





Dr. A. L. Sachar, sitting in his unfinished office, is school's president. An able historian, Sachar is also an ex-head of Hillel, Jewish educational foundation.



First meeting of university board of trustees after school's opening was attended by George Alpert, chairman; James J. Axelrod, Dudley Kimball,

BRANDEIS UNIVERSITY continued

granted in 1849, enabling it eventually to grant degrees in medicine and other graduate courses.

Meanwhile, Dr. Albert Einstein had been asked for support of the new school. The great scientist declared, "There is nothing I wouldn't do for Brandeis." He lent his name and prestige to the Einstein Foundation, an organization pledged to raise \$15,000,000 for Brandeis.

Planning continued with reasonable smoothness, until the time came for the appointment of the president. Dr. Einstein, through his spokesman on the board, Dr. Otto Nathan, made it known that his choice for the job was Dr. Harold Laski, the left-wing educator and intellectual leader of the British Labor Party.

Board Vetoes Laski

Alpert led the opposition to Laski. He argued that Brandeis' first head should be an American. He also said it would be unwise to select such a controversial figure for the first president of the first Jewish-sponsored university. The Brandeis trustees sustained him.

Einstein walked out. Although his leaving was a blow to prestige, the issue helped to unite all other Brandeis supporters. The board was reorganized, with Alpert as its head. It has remained a co-operative team ever since.

These hard-working idealists are justly proud of their academic infant's first toddling steps. Looking toward the day when Brandeis will truly come of age, they are following the course mapped by the late Justice, in one of his judicial opinions: "If we would guide by the light of reason, we must let our minds be bold."

At one of the recent board meetings in which the curriculum was being discussed, one of the trustees asked for the floor and urged that the curriculum standards be raised even higher than the already-high level proposed.

"But," said Dr. Klapper, the professional educator of the board, "if you do that, you'll antagonize your student body."

"Well," answered the other, his eyes twinkling, "if they think it's too hard here, let them go to Harvard."



At night, Brandeis students gather in favorite hangout, the pine-paneled



Joseph F. Ford, Norman S. Rabb, Abraham Shapiro, Meyer Jaffe, Morris S. Shapiro. Dr. Paul Klapper, the professional educator of board was absent.



lounge of girls' dormitory, to dance, chat and relax after the day's studies.

Photographed by JIM HANSEN END 37



Got a minute? Have a Hires!

Say "hello!"... with Hires! There's no friendlier greeting. That refreshing flavor with the velvet edge is exclusively Hires—made only with real root juices. Fun follows Hires, so keep plenty on ice. It's quite the nicest minute your money can buy. The six-bottle carrier brings refreshment home. Have Hires, too, at fountains and coin machines.



Makes a minute mean so much!



The human being has an average pregnancy of 280 days and usually has one child per confinement. Twins occur once in every 100 births, triplets once in 10,000.

the wonder of

BIRTH

The mother rabbit has a pregnancy of 30 days and a litter of six to eight.



It is experienced by man and all other animals—yet the number of offspring, pregnancy periods differ sharply

MAN, alone of all animals, has the power to reason. But he shares with other animals the experience of birth. Man's embryo, in the early stages of its growth, strikingly resembles the embryos of certain animals. And the human pregnancy period differs from the 283-day pregnancy of the cow by only three days.

At the same time, there are sharp differences: woman's 280 day pregnancy for one child compares to the opossum's pregnancy of 11 days for a litter of 18 offspring. Generally, as the length of the pregnancy in animals increases, the size of the litter usually decreases (see this and following pages).

These facts and others on the experience of birth are fully explained for adults and children in two modern books: *Life in the Making*, by Dr. Alan Frank Guttman (Viking Press), and *The Wonder of Life*, a children's book, by Dr. Milton I. Levine and Jean H. Seligmann (Simon & Schuster).

Produced by HAROLD B. CLEMENKO



The sheep's pregnancy lasts 150 days. She has one or two lambs at a time.



Female seal bears one pup after pregnancy of 350 days; walrus needs 365.



Guinea pig bears two to six offspring after a pregnancy period of 62 days.



Dogs, like foxes, have 63 days of pregnancy. Dogs bear six to eight puppies.



Pregnancy in tigress lasts 154 days. She bears two to five offspring at each birth

(Continued on next page)



Elephant's average pregnancy of 600 days lasts 54 times longer than opossum's.

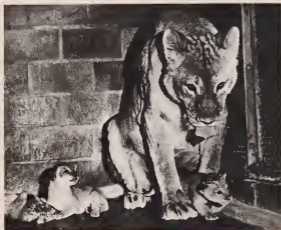


The opossum's period of pregnancy is amazingly brief: a mere 11 days.

the wonder of BIRTH

continued

Elephant and opossum stand at top and bottom of time scale for length of pregnancy of animals shown



The lioness bears two to four young after a gestation period of 110 days.



The horse needs 346 days, just short of a full year, to bear a single colt.



Camel's pregnancy requires over a year, 395 days. She bears one calf. Some other pregnancy periods: goat, 151 days; ferret, 40 days; mouse, rat, 22 days.



Development of man's embryo is similar to some animals'.



For the pig, it is 120 days from conception to giving birth. Her litter is usually ten.

**7 DAYS
WILL DO IT**



YES, in just 7 days... in one short week... a group of people who changed from their old dentifrices to Calox Tooth Powder averaged 38% *brighter teeth* by scientific test. Why not change to Calox yourself? Buy a can of Calox today... so your teeth can start looking *brighter tomorrow!*

**CALOX
TOOTH POWDER**
McKesson & Robbins Inc., Bridgeport, Conn.

**THROAT SORE
FROM A COLD?**

Remember
"More people rely on
LUDEN'S
than any other
COUGH DROPS"
Medicated for
SANDPAPER THROAT

LUDEN'S
HONEY-LICORICE
COUGH DROPS
5¢

Top PERFORMANCE
REGENS
FULLY AUTOMATIC
STORMLITER
... Bottom PRICE



Just press the light
Always working, weather
resistant, fuel light, glow,
no. Guaranteed against
unlimited failure.
In metal, chrome, enamel or
aluminum finish.
The Regens Taper Flare and
Regens Lantern sold for \$1.50
\$1.50 TO \$2.50

At better dealers. Send and enclose stamps.
Regens Light Regens Light Co., Inc., New York, N.Y.



Marija auctions Costa Rican peasant dress, nets \$50.



Alma Carroll sells by strip tease. Sheds skirt for \$10.



Alma's shorts bring \$5 in second round of strip tease.



Down to 2-piece swim suit, Alma takes it off for \$10.



For \$7 and a good cause, Alma finally sheds towel.

MODELS' AUCTION

Twenty professional models of the Mannequins Association of Los Angeles sold each other the clothes off their backs in a lively auction on the

beach at Santa Monica. Clothes were donated by the manufacturers for whom the girls work; proceeds are for branch offices of the association.



Rae Hanson upped auction proceeds by \$15 when skin-tight swim suit went on block.

Traditionally
Canada's
finest

Harwood's
Blended Canadian Whisky
Imported
Blended and Bottled by
James Harwood & Co. Ltd.
Vancouver, British Columbia
Canada

Harwood's
Canadian
BLENDED CANADIAN WHISKY

A Masterpiece of Canada's
Largest Independent Distillery
Sole United States Importers
Canadian Importers, Ltd., New York, N.Y.

"In this novel I found the perfect story
for a new kind of motion picture"

Walt Disney

"Reader's Digest"
brought it to
30 million readers
... now made into
a truly great
motion picture by
Walt Disney.
* DECEMBER, 1948 ISSUE



Brand New, Lively, Lovable
Disney Cartoon Characters!



So Gay!

A black lamb in the family
can be more upsetting
than a "black sheep."



So Dilly-Dilly!

It's the dilly-dilly picture
with "Lavender Blue"—and
four other great
song hits...

It's Whatcha Do With Whatcha Got
So Dear To My Heart
Stick-to-it-tilly
County Fair



So True-to-Life!

Here's a new kind of picture,
so true-to-life that you'll feel
it was LIVED... not made.

color by
TECHNICOLOR

Released through RKO Radio Pictures
Watch for "So Dear To My Heart"
at your favorite theater

WALT DISNEY'S "SO DEAR TO MY HEART"

A COMBINATION LIVE-ACTION & CARTOON FEATURE STARRING BURL IVES • BEULAH BONDI • HARRY CAREY • LUANA PATTEN

... and BOBBY DRISCOLL Directed by Harold Shuster • Screen play by John Tucker Battle • Adaptation by Maurice Rapf and Ted Sears



Japanese couple and child go their way with little to look forward to. After three years under MacArthur, the Japanese are "embittered, pauperized."



MacArthur has failed to do job in time he set.

The Strange Case of MacArthur in Japan

He defeated Japan—but he has failed us in the occupation. His regime, high-handed and inept, has left the country desperate and confused

By HALLETT ABEND

Nation Far Eastern correspondent, author of Japan Unmolested

ANY military occupation of a conquered territory that lasts longer than three years defeats its own ends and is bound to be a failure.

This was the declaration of Gen. Douglas MacArthur soon after he landed in conquered Japan in the early autumn of 1945. So far, the American military occupation of Japan has already been prolonged into its fourth

year. Yet the end is not even in sight. We will certainly not bring our troops home this year, and probably not even in 1950.

History, it seems, will have to record the sardonic verdict that General MacArthur was the prophet of his own failure as the administrator of the conquered Japanese Empire. It will have to record that the triumphant victor of a brilliant military campaign made a costly botch of the unfamiliar task of rebuilding the fallen Empire's shattered political and economic structure.

Japan faces economic, political crisis, but censorship has hidden the truth

The grim facts in Japan today are these:

1. The nation is not much nearer being self-sustaining than it was immediately after the surrender.

2. It is costing the American taxpayer about \$400,000,000 a year—more than \$1,000,000 a day—to keep Japan alive on meager rations. This figure does not count the cost of the enormously expensive military occupation.

3. MacArthur's hope of making Japan over into a Christian democracy has tragically failed.

4. The country is in dire economic straits and in dangerous political turmoil, with the Communists gaining ground steadily.

Our Position Is Imperiled

Today, when the whole world is fearing a war between Soviet Russia and the West, our position in the entire Far East is one of peril. In case of war, our few thousand men in China could last no longer than could our forces in Berlin itself. Our army of occupation in Korea, a mere 25,000 men, would probably meet the fate which MacArthur's army in the Philippines met in Bataan in 1941 and early 1942. And in Japan itself, where we might by this time have built a great bastion of defense, we face further peril. The Communists are so strong that if war with Russia is thrust upon us, sabotage and domestic unrest will probably seriously weaken our already shaky position.

Knowledge of all the facts about the situation in Japan has been kept from the American public by a curious and unannounced system of censorship. It is a system as vicious as it is effective, one for which General MacArthur must be held personally accountable.

Every American newsmen and magazine writer in Japan knows the consequences if he sends to this country facts that displease General MacArthur or the all-powerful members of the high command. He will find all official avenues of information closed tight against him. Besides that, he will very shortly be forced by some means to leave the Far East, with no possibility of returning.

MacArthur Even Dislikes Friendly Criticism

This system of censorship in Japan was probably a natural development under an administrator like General MacArthur. He is supersensitive even to friendly criticism, and is naturally inclined to imperious and dictatorial attitudes.

The case of the Japanese press is hardly better. Official censorship of news before publication was abolished last July 15 for all the principal Japanese newspapers. Under a new directive, Japanese editors must be their own censors. They are told that they may publish everything except "inaccurate news" or news and views "criticizing the occupation." Actually, after-publication censorship continues in full force. MacArthur's headquarters retains the authority to suspend from publication or otherwise punish any newspapers that are guilty of infractions of the new press code.

What is the truth? What are the facts that many correspondents dare not report and many newspapers dare not publish?

Domestically, Japan is down a blind alley. The people are developing a fatalistic attitude

akin to despair. Most of the causes are economic.

A stage has been reached where paltry profits from production amount to only a fraction of what black marketeers can make selling hoarded goods. As a result, production has dropped to a point where there seems no hope of restoring any balance between supply and demand. Labor is in no mood to work because the value of wages has fallen so low. Government spending continues to increase at a rate out of all proportion to what the people can endure in taxation. This brings all the evils of violent inflation.

The Japanese yen, worth around four to the American dollar in 1941, is now down officially to 270 to the dollar. The black-market rate is much higher than this.

The situation is further aggravated by bitter public disappointment over the continuation of an acute housing shortage. In spite of all the bright promises and prophecies of the occupation authorities, not much has been done. To date, only 13.4 per cent of the 744,895 Tokyo dwelling units destroyed by our fire bombs dur-

ing the war have been replaced, and the average is about the same for the entire country. Living space throughout Japan averages only 18 square feet of space for families ranging from two to six persons. This figure makes the housing shortage in the United States seem trifling by comparison.

Closer examination of business, industry and government shows that all three are staggering under a terrible burden of uselessly large staffs. But the economical cutting down of payrolls would bring initial unemployment and hardship. And the labor unions, fostered to new strength under the MacArthur policies, are violently opposed to any reduction in the number of useless employees.

Payrolls Are Swollen

A measure of this intolerable load of swollen staffs is shown by a few official statistics. Before the war, the government-owned railways employed about 50,000 people. Now their payroll exceeds 600,000 men and women. The Foreign Office continues to maintain its diplomatic and consular staffs at the prewar level, though the Japanese government today does not have a single diplomat abroad. The newspaper *Asahi*, which puts out only a two-page daily newspaper for most days of the week, must find money to maintain more than 6,000 people on its payroll.

(Continued on next page)



MacArthur attracts crowds of GI's and Japanese as he leaves headquarters in Dai Ichi Building. Policies evolved there have failed to make Japan self-sustaining. Cost to us: \$400,000,000 a year.

HOW HAPPY I could make you



if you nourished
EVERY INCH of me
...with Gaines!

The merry gleam in his eye—the play in his paws—the wag in his tail... how much more fun to own a dog when you give him expert care, and nourish EVERY INCH of him! Give him GAINES! Gaines supplies every type of nourishment dogs are known to need.

THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—in much protein as in 1½ lbs. fresh beef



For strong bones and teeth—the minerals that would be provided by 1½ lbs. cheese



For energy—as much carbohydrate as in 2 quarts cooked oatmeal



For red-blooded vitality—as much iron as in ¾ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1½ oz. butter



Plus ALL THE VITAMINS AND MINERALS dogs are known to need... in more than required quantities

GAINES COSTS LESS TO FEED
than any other type of dog food!

Gaines DOG FOODS

"Nourish Every Inch of Your Dog"



Tokyo police raid uncovers huge business in black market items. Illicit trade's big profits attract many and keep industrial production down.

Acting on his own, MacArthur has flouted the Potsdam agreement

At the beginning of the occupation, we tried to institute a liberal policy in Japan. General MacArthur, a remarkably able and harsh realist in military matters, is something of an impractical visionary and idealist in civilian affairs. At first, the General was surrounded by a group of advisers who became known as "the last of the New Deal boys." Their policies did not work and were gradually modified one by one, as the snarl of administrative affairs brought no beneficial results.

Reforms Led to Abuse

We started the program of economic reforms with the announced intention of splitting up all "concentrations of excessive economic power." We confiscated lands, private properties and holdings of individuals and corporations, often selling them at a small fraction of their real value to "good" elements of the population. Abuses were monumental.

Then we catered to labor, ignoring the fact that the Russian and Japanese Communists had infiltrated deeply into the labor unions. Under the occupation directives, management may not reduce useless and overlap staffs in the interests of economy and efficiency. The result is that production continues to lag, the output is largely second class and the black market thrives.

During the period of Japanese expansion into Manchuria from 1931 on through the war, radicalism was sternly suppressed in Japan. Labor unions were kept all but powerless. As a result, the labor leaders were not trained nor prepared for the new liberties and powers given them by MacArthur's officials. Today, encouraged by the Communists, those leaders have distorted ideas of the rights of the Japanese working man.

Through the workings of a peculiar institution called the Labor-Management Council, the unions can interfere in the management of any firm. For instance, the Kyodo News Agency cannot pay its executives more than 8,000 yen a month—a little less than \$30 in American money at the official exchange rate. If the pay of any particularly able executive is raised, the pay of all union members must also be proportionately increased. This may sound just in theory, but in practice it paralyzes initiative at the top and makes the whole pay structure stiff and unwieldy.

Under these many handicaps, it is no wonder that, today, after three years of occupation, Japan's industrial production is lagging badly. It amounts to only 53 per cent of the average production in the years 1930-1934. And the living standard of Japan's 80,000,000 people is still 30 per cent lower than the very low standards which existed there from 1930 to the time of the attack on Pearl Harbor. If the American contribution of more than \$400,000,000 a year were to cease, hunger and malnutrition would inevitably result.

How much has General MacArthur been to blame for this state of affairs?

He Has a Free Hand

The Allied Commander in Japan has had more freedom of decision and action than any military man in charge of any conquered area in either Europe or the Far East.

Theoretically, there have been only three checks upon his independence, aside from orders from the White House in Washington. These three checks are the Potsdam declaration, the eleven-power Far Eastern Commission sitting in Washington and the abortive Allied Council for Japan. The latter first met in Tokyo in April, 1946.

If any White House orders have ever been sent to General MacArthur that were at variance with his policies, the fact is not known in Tokyo or elsewhere. The Far Eastern Commission has occasionally advised upon the manner of carrying out general directives. But it has never questioned General MacArthur's policies, actions or authority. The Allied Council for Japan, supposed to be an advisory offshoot of the Far Eastern Commission, has been the victim of petty wrangling from the first—with MacArthur always having his own way.

In the beginning, the British and Chinese members of the Allied Council unhesitatingly supported General MacArthur and all American moves and policies. But they have been rudely treated and, latterly, tempers have often flared. In his personal introductory talk to the Allied Council, General MacArthur haughtily declared that that body would not be permitted to "divide the heavy administrative responsibility of the Supreme Commander as the sole executive authority."

Jap War Leaders Have Jobs

The Potsdam declaration has suffered heavily. It promised to eliminate permanently "the authority and influence of those who have deceived and misled the people of Japan into embarking on world conquest." The very fact that war leaders Yoshida and Shidehara both have headed Japanese governments under MacArthur proves the extent to which the Potsdam declaration has been flouted. Even the notorious Hata, after he had been purged, acted openly as advisor to succeeding cabinets.

Pledges of freedom of thought and speech also have been tacitly broken. MacArthur's headquarters, for instance, has helped reactionary newspaper publishers to break strikes of editorial depart-

ment workers—strikes not due to wages or working conditions, but to censorship.

Time and his own political aspirations seem to have combined to work against General MacArthur's success in Japan. As late as last May, members of his inner circle expected the General to leave Japan in June and to contend more actively for the Presidential nomination. Even before that, the General had had to change his plans because of lengthening military occupation. At the start, in September 1945, he had confidently expected the negotiation and ratification of a peace treaty within less than three years. At the conclusion of peace, he would have pulled out and left the Japanese to work out their own hard destiny.

Haste Made Waste

The occupation was expected to end before the autumn of 1948, and so a mania developed at headquarters for piling up impressive statistics, to do the job in a hurry. This resulted in confusion, some corruption and much shabby patchwork achievement.

The Japanese government, for instance, was ordered to hasten the sales to small farmers of lands from the confiscated large estates. Sales had been slow because the government wanted, first, to work out various engineering problems of conservation, road building, irrigation and utilization of marginal lands. But these careful plans had to be shelved and sales had to be rushed. Headquarters wanted impressive statistics about the breaking up of large estates and the number of former slave-tenants who had become independent landowners.

Peace Treaty Was Lacking

When it became evident that a peace treaty would have to wait upon a general world-wide American-Soviet agreement, MacArthur realized the need to revise occupa-

(Continued on next page)



MacArthur gets warm greeting from Lt. Gen. Kuzma Derevyanko, Soviet envoy to Japan, left center, and aide. But Reds remain his biggest threat.

BALLET STAR VERA ZORINA SAYS—

"For dream hands,
Cream your hands"



"How do I keep my hands as smooth as my face? But it's so simple . . . I use Cream, CREAM then . . . with Pacquins, of course!" says

Vera Zorina

Try her method for just three days . . . a 12-second hand massage with non-sticky, non-greasy

Pacquins Hand Cream

... morning, night, and after any hard-on-hands housework!

Among the famous stars who use Pacquins Hand Cream are:

LYNN FONTAINE
RISE STEVENS
GLADYS SWARTWOUT
GERTRUDE LAWRENCE



MURGE FRANCES BALDWIN says: "I keep Pacquins handy because I scrub my hands 10 to 40 times a day. It makes a cream like this so potent my hands. Pacquins was originally formulated for men and doctors."



Try this! Massage your hands with Pacquins . . . morning . . . night . . . every time housework roughens your hands. Your own softer, smoother hands will tell you why more women use Pacquins than any other hand cream!

Grubby, scrubby work, these "servant-problem" days, often means rough, dry, chapped hands. The well-groomed woman keeps the Pacquins jar within reach, ready to soothe and smooth her hands into romantic loveliness.

Pacquins is snowy, fragrant. You scarcely know you've put it on . . . until you feel your hands smoother — see your hands lovelier. Protect the beauty of your hands. Do as Vera Zorina does. . . CREAM then regularly . . . with Pacquins.

ON SALE AT ALL COSMETIC COUNTERS IN UNITED STATES AND CANADA

Not For extra dry Skin—
Red-Itch Pacquins
contains Lanolin

I Wear False Teeth
yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH" for me!



"I know that dental plates that feel hot and sticky are a warning sign . . . so I soak my plate in Polident to avoid Denture Breath."

Mrs. C. W. A. Dayton, Ohio

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath," the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath". And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

STRANGE CASE OF MACARTHUR continued



Whale-meat plant helps satisfy hunger of Japanese, but rations are still meager. Housing is critically short, too, as most reconstruction lags.

Red control threatens Japan, but MacArthur sees everything rosy

tion policies fundamentally. The commission headed by Under Secretary of the Army Draper went to Japan, investigated and drafted plans and recommendations. Its report, briefly summarized, said, "Turn the wheel to the right."

The Draper report quickly resulted in a brusque discard of the remaining schemes of the so-called "New Deal boys." Management was suddenly encouraged to begin asserting its rights; labor was no longer coddled; many directives against "big business" were rescinded.

Reds Get Propaganda Grist

This revision of policy played directly into the hands of the Communists. They were quick to make the most of the propaganda opportunities offered. The occupation headquarters' announcement that Japan invited the investment of foreign capital was immediately distorted by the radical left. "Prodd" was seen that the United States was bent upon exploiting Japan and reducing the Empire to the level of a "colony."

Russia has made propaganda capital out of General MacArthur's difficulties more than once. Take the recent and continuing controversy over the General's policy of having the government prohibit strikes by workers in government employment.

The Soviet Embassy in Tokyo, in a general denunciation, declared that the MacArthur policy was grossly repressive. In August, Maj. Gen. A. P. Kizlenko, of the Embassy staff, issued another aggressive attack. In early September, Lt. Gen. Kuzma Derevyanko, just back in Tokyo after conferences in Moscow, charged that the new law violated the Potsdam declaration. Later that same month, Alexander S. Panyushkin, Soviet ambassador to the United States, charged MacArthur with "gross violation" of

international agreements providing for the democratization of Japanese trade unions.

In reply to the Russian Ambassador's attack in Washington, General MacArthur issued in Tokyo a sweeping denial that his labor policy violates the Potsdam agreement.

But the controversy is being ended by high-handed and undemocratic methods. At MacArthur's direction, the present cabinet's temporary order against strikes by government employees has been drafted into a permanent statute by the Japanese attorney general. When the wording has been approved by MacArthur's headquarters, it will be sent to the Diet with orders for enactment.

The danger of high-handed methods of this kind is shown by the fact that Japanese Communists already dominate unions representing over half of Japan's more than 8,000,000 unionized workers. Nearly all labor unions in Japan, even those not already dominated by the Reds, have organized Young People's Action Corps. These younger members, almost without exception, are Communists. At their demonstrations, they sing the Internationale, wave red flags and display enlarged photographs of Lenin and Stalin.

They Boast a "Unity of Steel"

Without hesitation, they obey the orders of Communist executive committees. They boast a "unity of steel." And they avow their willingness to "brave death for the cause," as did the suicidal Kamikaze pilots during the last months of the Pacific war.

The Communists have also penetrated successfully into the schools and colleges, and most of the university newspapers and magazines heartily support Soviet policies.

The ranks of Japanese Com-

munists are being increased every month by adroit Russian drafts upon a very large reservoir of new converts. As General MacArthur pointed out in a note to General Derevyanko last September, Russia still holds about 523,000 former Japanese soldiers, who surrendered late in 1945, in Manchuria.

The United States, Britain, France, Holland and China have all kept their promise to repatriate all surrendered Japanese. But Russia has kept these men in Siberian and Mongolian slave labor camps.

Red Converts Return Home

For more than three years, these hapless prisoners, who originally numbered more than 525,000, have been subjected to continuing pro-Communist propaganda. Of late, the converts have begun to return to their homeland in increasing numbers. Nearly 15,000 were repatriated in September. Those who persist in an anti-Communist attitude continue to labor as slaves.

What lies ahead for Japan? Three divergent and contradictory lines of thought are developing concerning the country's future.

A number of Japanese foresee a military comeback and a war of revenge—with or without the aid of Soviet Russia. Many highly placed members of the occupation forces see the probability of Japan turning anti-American and pro-Russian. General MacArthur blandly assumes that all is sweetness and light and that Communism has no chance.

Those who speak of a war of revenge are former national leaders who became heroes to the people during the Tokyo war crimes trials. They pose as national martyrs who are being penalized for their devotion to the Emperor and to the greater power and glory of Japan. Today, however, the thoughts of most Japanese are fixed upon a war between Russia and the West—a war much more imminent than a Japanese war of revenge against us.

The second possibility—that Japan will turn Communist—was discussed not long ago by Lt. Gen. Robert L. Eichelberger, who served until recently as commanding general of the army of occupation under MacArthur.

"There is grave danger," said Eichelberger, "of communism spreading in Japan. Trouble might develop if we were to leave. . . . It must be considered that the Japanese have nothing with which to defend themselves; no navy, no army, no airplanes. All they have are a few policemen—not even an organized constabulary to protect themselves internally. If United States troops are pulled out, trouble might develop."

General MacArthur's viewpoint was expressed about a week later, in a statement he issued on the eve of the third anniversary of the signing of Japan's surrender. It described Japan as "an asset upon which the free world may confidently count." It added that the allies' self-imposed task of "erecting upon Japanese soil a bastion to the democratic concept" is in an advanced state.

MacArthur Ignores Truth

Then the General, the incurable optimist, linked Japan with the powerless and bankrupt Philippine government and with the shaky and endangered South Korean Republic as a "triangular buttress" for democracy in Asia. "And today," MacArthur added, in the rolling phrases he loves so well, "those practical weapons needed to repel the totalitarian advance—liberty, dignity, opportunity—now safely rest in every Japanese hand."

In pronouncements of this kind, General MacArthur ignores the fact that the Japanese today are a disillusioned and embittered people—pauperized by our failure to make them self-supporting.

He has lulled us into a false sense of security about the perilous situation in the Far East. He has misled the American people.

END

Photographed by JIM HANSEN



MacArthur, inspecting honor guard above, is an able military leader. But in conduct of civilian affairs he rates as "impractical visionary, idealist."

PALL MALL's greater length filters the smoke on the way to your throat



Filters the smoke
and makes it mild



Discover for yourself why so many of your friends have changed to the longer, finer cigarette—PALL MALL. Its greater length of traditionally fine, mellow tobaccos serves as a longer, natural filter to screen and cool the smoke on the way to your throat—yes, filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you. Enjoy the longer, finer cigarette in the distinguished red package—PALL MALL Famous Cigarettes—good to look at, good to feel, good to taste, and good to smoke.

OUTSTANDING and they are mild!



Hot Sun Shapes Necklines



Halter and scoop sweater begin where burn ends - are for dancing.

Look makes capital of stripes and curves acquired by careless exposure to burning sun

To cope with tell-tale contours left by first sunburn, Look asked Toni Owen to evolve resort wardrobe for day- and night-life. She did two 6-part costumes with necklines to follow suntans exactly. Now women can go from beach to ball, no untanned areas showing.

See rest of wardrobe on following pages

Shirley Talbott's smile wins title —"America's Loveliest Model"



Shirley Talbott, **Conover Model**, had just made her professional debut when she was named "America's Loveliest Model" in a nationwide contest conducted by a Washington, D.C., girls' club. A short year later, she dazzled the beauty judges again—out of 3,000 girls, she was picked as "America's Dream Girl."

But one successful career isn't enough for Shirley. She is studying dramatics, now... looking toward the stage and screen. Wherever her career takes her, Shirley's winning smile will never be outsparked—it's a **Pepsodent Smile!** "I brush my teeth with Pepsodent twice a day," Shirley says. "That's one beauty rule I never break!"



The smile that wins is the Pepsodent Smile!

Shirley Talbott knows it. And people all over America agree—the smile that wins is the **Pepsodent Smile!** They've seen how Pepsodent removes the film that makes teeth look dull—uncovers new brightness in their smiles!

Wins 3 to 1 over any other tooth paste!

Families from coast to coast recently compared delicious New Pepsodent with the tooth paste they were using at home. By an average of 3 to 1, they said New Pepsodent tastes better, makes breath cleaner and teeth brighter than any other tooth paste they tried. *For the safety of your smile use Pepsodent twice a day—see your dentist at least twice a year!*



ANOTHER FINE PRODUCT
OF LEVER BROTHERS COMPANY



Tan begins in swimsuit

Sun etches a halter around one neck, scoops out the other, following neckline of striped halter swimsuit with matelasse shorts, left; and of scoop swimsuit with cotton shorts, right.



Day dresses to fit tan

The same halter-top and scoop-neck-bodice combine with cotton dirndls for day-long wear. This makes it possible to travel light and to appear with no unsunkissed areas showing. Skirts match or contrast.



Suntan shapes shoes too

At Look's request,
Capezio also designed
shoes for tanned feet



Capezio decided to devise a day and evening shoe from basic outline of in-or-out-of-water sandal. Picture above shows how foot tans around it.

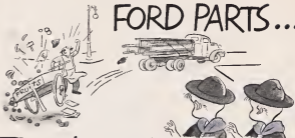


For day shoes, this maker worked in kidskin, followed exactly, silhouette of his basic sandal, added slight but shapely heel to take it off the beach.



"Baby Louis" heel has what it takes to turn basic sandal into graceful evening shoe. Because all outlines are identical, no untanned skin shows.

Just like GENUINE FORD PARTS...



They LOOK alike...



They ARE alike...



They're IDENTICAL TWINS!

• When your Ford needs a new part, be sure it's a Genuine Ford Part. Then you'll know it's an identical twin to the part built into your Ford at the factory. Genuine Ford Parts are made right to fit right to last longer. That saves you time and money and adds to your Ford's life. Look for the Genuine Ford Parts sign at all Ford Dealers and outside selected Independent Garages.



Look
for this
Sign



RIGHT
FOR FORDS



Visitors to Brooklyn are often amazed to find architectural vistas as lovely as any in Paris. This arch is Civil War memorial.



In the Brooklyn Museum's European gallery, the works of such masters as Monet, Degas, Cezanne and Corot are exhibited. The museum sponsors an art school, has one of the most complete collections of Egyptology in the U.S.



Supranow Polna Sienka rehearses at the Academy of Music with Thomas Scherman, conductor of Little Orchestra Society. The newly formed Brooklyn Symphony Orchestra will make its debut at the Academy this year.

the Brooklyn Nobody Knows

New York's biggest borough is the butt of many jokes—
but goes serenely ahead as an important cultural center

BROOKLYN's reputation, to the chagrin of many of its citizens, rests on such phenomena as the Dodgers, Coney Island and the Imperishable Tree. Weavers of the Brooklyn legend have ignored its cultural enterprises, the most notable of which is the Brooklyn Institute of Arts and Sciences. Started 125 years ago as a library, the Institute now includes the Museum, above, Botanical Gardens and Children's Museum. Its Department of Education offers a unique program of opera, forums and plays at the Academy of Music, above right. Brooklyn has also been a haven for the wandering artist. In recent years, such people as W. H. Auden, Richard Wright and Carson McCullers have made it the base of their creative operations. And the late literary giant, Thomas Wolfe, who used to stalk through the streets of Brooklyn late at night, wrote *Of Time and the River* there. Brooklyn may remain immortal for its baseball team, but it has a high batting average in the arts.

Photographed by JOHN YACHON

Four Brooklyn authors whose works currently rank high on the best-seller list



Norman Mailer (*The Naked and the Dead*), left, Irwin Shaw (*The Young Lions*) have written novels acclaimed as best on World War II.



Betty Smith again writes about Brooklyn in *Tomorrow Will Be Better*, but S. J. Perelman went around the world to do *Westward Ho!* (Continued on next page)



Sculptor William Zorach is overshadowed by the original plaster model of his controversial Vita Nova. Ousted from a Terre Haute art gallery, Vita

Nova is now owned by a Texas oil man. Zorach prefers Brooklyn to bustling Manhattan across the river: "It's peaceful to live and work in." **END**



"I was curious..."



"I tasted it..."



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"

© 1958, THE SCHLITZ BEERAGE COMPANY, MILWAUKEE, WIS.





Great Trains of America—"Manifest Freight" pulling through Castle Gate, Utah



Inside story of Rocky Mountain Railroading

With two main lines through the Rockies, Denver and Rio Grande Western freights are busy bringing East and West together. Through the colorful Royal Gorge and the Moffat Tunnel, these hard-working trains serve a vast, growing territory. Conquering these Rockies is a big job. Yet Diesel locomotives do it day after day—and pile up

hundreds of thousands of miles of continuous operation—partly because of a new chemical in RPM DELO. This remarkable compound prevents the formation of carbon that jams piston rings ... helps keep Diesels on the road from three to five times longer without repairs, hauling more goods to more people at less cost.



DIESEL ENGINE LUBRICATING OIL

From the laboratories of

STANDARD OIL COMPANY OF CALIFORNIA

Subsidiaries: THE CALIFORNIA OIL COMPANY • STANDARD OIL COMPANY OF TEXAS
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A grim resolve to win his fight grips young middleweight Walter Cartier as he waits with Manager Bobby Gleason the call to enter the ring.

Prizefighter

Walter Cartier is a young, strong middleweight struggling along in sport's toughest business

Photographed by STANLEY KUBRICK

THE prize ring is a cruel taskmaster. It demands harsh sacrifices. It brings rich material rewards to a few. But to the great majority, it offers only the bitterest future: Frustration. Disillusion. Exposure to bad surroundings. Physical beatings that frequently linger and sometimes kill.

A typical, struggling young fighter is 24-year-old Walter Cartier, middleweight from New York's Greenwich Village. He won 25 of his first 29 fights, then changed managers to make faster progress toward big purses. If they elude him another year, he plans to quit the ring and attend law school. It's a rare young fighter who sticks to such a wise decision.

(Continued on next page)



Walter sleeps until 9:30 on a day he's going to fight. In training, he gets up at 5:30, runs four miles. Twin brother Vincent sleeps on.



Vinee helps train Walter, serves him breakfast of orange juice, three soft-boiled eggs, toast and coffee. Their Aunt Eva oversees the meal.

THE DAY OF A FIGHT

Cartier sleeps late, eats carefully, gets a physical check-up—and goes to church.

On way to fight, Walter stops at church, prays that he escape serious injury.



Cartier weighs in at N. Y. State Athletic Commission around noon. An official checks him on the scales.



Doctor carefully examines eyes. Eye cuts, an occupational hazard, often impair vision, sometimes bring blindness.



Time drags heavily until evening and the hour of battle. Walter sits it out on front steps with brother, neighbor.

The fight: Walter carries attack to Tony D'Amico at Jerome Stadium, drives spittle from Tony's mouth. He led until head butt cut his right eye, gave Tony technical KO.





Radio music and the sun put Walter to sleep on the beach at Staten Island, where he enjoys day's outing with Dolores Germaine. But he has no No. 1 girl friend.

THE FIGHTER HAS SIMPLE PLEASURES...

Between matches, Cartier keeps himself in top shape, takes some relaxation on the beach, at the baseball game and with his family

Rowing out to a friend's sailboat emphasizes long, powerful muscles that give him punching power.



Unemotional most of the time, Walter breaks loose at Yankee Stadium. He's a Boston Red Sox roofer.



At home, he fixes a toy sailboat for his little nephew and leading roofer, Charlie Cartier, III.





In dressing room, manager Gleason flexes gloves, gives his fighter final instructions.



Coldly, impersonally, Cartier plans his strategy as Vincent holds his arm and Gleason adjusts right glove.



Vincent rubs Vaseline on Walter. His expression reveals depth of fondness he has for his brother.

...AND HIS WORK IS BRUTAL

Boxing's atmosphere discourages gaiety and lightheartedness. The scenes are grim, filled with slashing blows of leather on flesh

Between rounds, Gleason removes mouthpiece, then works furiously to staunch blood from old eye cut. Calculating foes always seek to open old cuts.



SKILL IS NOT ENOUGH

Ability alone cannot carry a fighter into the big money and a chance at the championship. His manager must be able to cope with the intrigues and cannivings of the ring—a business in which no blows are barred



Cartier looks on anxiously as Gleason palavers over the telephone about an important match. Getting the right kind of fight is a manager's big job.



Walter works out. Boxing follows calisthenics, rope-skipping, shadow-boxing, bag-punching.

He gets a break. At Jersey City's Roosevelt Stadium, in prelim to Zale-Cerdan championship, he knocks out Jimmy Mangia in first round with right to the jaw.

This fight earned Walter biggest net purse: \$700.



After a fight, it takes Walter hours to relax. Late into the night, he walks Greenwich Village streets with Vincent, wanders if he'll ever get a crack at the championship





With housing project nearly finished, Mrs. Alex Simms and contractor-husband check buyers. Mrs. Simms, other Dayton, Ohio, wives aid in construction.

Women in Dayton, Ohio, move in on HOME BUILDING

WOMAN's place today is not always in the home, but at the site—building new homes. This is true, at least, in Dayton, Ohio, where wives of building contractors—members of the Montgomery County Builders' Association—lend their ideas and sound business instincts to help build badly needed houses for veterans. Several of these lady-contractors got into overalls—and into the construction business—during the war, when their husbands left for the armed forces. Now, as purchasing agents, painters or bookkeepers, many are carrying on man-sized jobs, though some stick to colors, wallpaper suggestions and more typical homemaker talents.

Feminine talents, skills and plain hard work help speed home building



In partnership with her husband, Mrs. Henry N. Nauman discusses building progress with workman on housing site. She buys all bricks, lumber and other construction materials, handles bills and keeps books.



At work in her original, self-designed home, Mrs. Louis Zeiger checks on blueprints. While her husband was in the service, Mrs. Zeiger operated business alone, built eleven single family houses, seven duplexes.



Week-end worker Olivia Hoefler, secretary of builders' association, loads bricks on a wheelbarrow. She spends spare time doing odd jobs for her father and brother, who operate a Dayton construction business.



Her husband's bookkeeper, Mrs. Walter Vitzker goes over some bills with the "boss." The Vitzker construction business was losing money until Mrs. Vitzker took over the company's accounts and keeping of the books.



Office assistant and secretary to her husband-contractor, Mrs. Jack Stein handles phone calls and routine business. Like many of the Dayton wives, she performs jobs that free builder-husband for other work.



Artistic contractor's wife, Mrs. Paul E. Lapp paints murals on the walls of bath and recreation rooms. A member of the Dayton Art Institute, Mrs. Lapp supervises all painting, plans colors of new houses.

Photographed by PHIL HARRINGTON



Multitudes of students, like this lad at New York City's High School of Music and Art, add painting to schedules loaded with studies for college entrance.

High School Kids Love to Paint too



Stacks of entries arriving at Carnegie Institute in Pittsburgh to be judged in Scholastic Magazines' contest show volume of work done in high schools.

NOWADAYS unlikely people, including generals and delicate waiters, paint pictures. But the biggest single group of recruits to art is the army of high school kids that is enthusiastically taking to painting. Art classes have increased enormously in high schools in the last decade, and the youngsters apparently love it. They submitted the staggering total of 125,000 entries to the latest annual competition of Scholastic Magazines, making it the largest art competition in the world. Award winners, including pictures reproduced in The United States Time Corporation's Ingersoll calendar and distributed to 100,000 art classrooms, appear on following pages.

High school artists have a hard life. They must add painting to strenuous schedules already loaded with academic studies. Often their parents want them to concentrate on work that will help future careers, and let painting go. Besides, many of their art teachers are teachers first and artists second, resulting, often, in too rigid instruction, with emphasis on imitation and meticulous drawing. In spite of drawbacks, many youngsters turn out amazingly good work.



Entries spread out for judges at Carnegie Institute include some good and imaginative work, and some that imitates ordinary commercial illustration.
(Continued on page 72)



THIS IS HARD



BUT THIS IS EASY



**AND THIS IS
MIGHTY WONDERFUL**

SURE, you believe in saving.

But it's mighty hard to make yourself take cash out of your pocket, and time out of your day, to do it *regularly*.

The sure way, the *easy* way to do your saving is to get started on an *automatic* savings plan with U. S. Savings Bonds. Like this . . .

1. If you're on a payroll, sign up in the Payroll Savings Plan, then forget it. From then on the money saves itself—so much per week, or so much per month.

2. If you're not on a payroll, sign up at your bank for the Bond-A-Month Plan. Equally easy. You decide how much you want to put into bonds every month, your bank does the rest.

In just ten years after you start buying bonds, your money starts coming back to you—well-fattened! Every \$3 you invest today brings you back \$4 to make possible all the wonderful things you dream of doing.

And remember—any time you need your money for emergencies, you can get it back in *minutes*, without losing interest.

Automatic saving is sure saving—U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.





Winner: Patricia Dunham, 12, Wooster, Ohio.



Hayload and horses in oil by Mary Jane Haug, 18, of Winnetka, Ill., won praise from jury of artists.

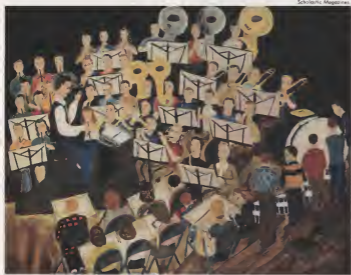
these high school artists cut loose from tendency to imitate
that is common among adolescents, and won awards

This free, expressive tempera is by Robert Greer, 17, of Peoria, Ill. The competition offered over \$8,000 in prizes plus scholarships to art schools.





Brilliant colors in a crayon drawing by Louise Long, 14, of Birmingham, Ala. Most high school artists do not intend to be professional painters later.



Fifteen-year-old Joan Sullivan of Tyler, Texas, painted a high-school band in blaring color.



Gay clown by Carl Lindholm, 15, of Winnetka, Ill.
END

**Your Shoes
are Showing!**



Embarrassing, isn't it?

YOU NEED **SHINOLA**



1. Neat-looking shoes are an important part of good grooming.
2. Shinola's scientific combination of oily waxes helps keep shoes flexible—and new-looking longer.
3. Shinola is easy to apply and economical to buy. You'll find it **PAYS TO KEEP 'EM SHINING** with SHINOLA.

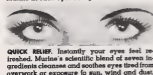
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Quick Relief From
Tired Eyes**

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EYES TIRED? You can soothe and refresh them in seconds with two drops of safe, gentle Murine in each eye. You get—



**MURINE
FOR YOUR EYES**

QUICK RELIEF. Instantly your eyes feel refreshed. Murine's scientific blend of seven ingredients cleanses and soothes eyes tired from overwork or exposure to sun, wind and dust.



Look PHOTOCRIME

By Austin Ripley

The Eloquent Silent Witness

Directed by Leslie Fenton; cast from Paramount's *The Streets of Laredo*
William Holden as Chuck Nelson Macdonald Corey as Alvin Bell
Carole Mathews as Nita Casano

All Photocrime Names and Characters Are Fictitious.



1 Outside a fur-storage warehouse at Eau Claire, Wis., Nita Casano turns on her charms for driver Chuck Nelson. "Why can't I ride with you to Minneapolis?" she pouts. "Rules, baby," he says. "No passengers allowed when we're rolling a full load of furs. Otherwise I'd take you along." But he finally agrees to take her with him.



2 Several hours later, manager Alvin Bell calls Inspector Hannibal Cobb to the warehouse of the Acme Fur Company. Bell tells Cobb that en route from Eau Claire, Nelson's truck has been hijacked and that some of the most expensive furs were stolen. As Cobb listens, he notes broken rear-view mirror, asks what happened.

Photocrime—Trade-Mark Reg. U.S. Pat. Off. and Canada.

PAIN

of headaches, neuritis
and neuralgia

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and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



PHOTOQUIZ ANSWERS

(Page 18) 1—(a) Angela Lansbury, British actress. 2—(d) pecans. 3—(c) Leif, the Discoverer. 4—(c) contortionist. 5—(b) bunkhouse. 6—(b) cattle. 7—(b) motor sailer. 8—(b) steam table. 9—(d) State of the Union. 10—(d) woven mat. 11—(a) this arcade. 12—(d) Bernard Baruch, financier and government advisor. 13—(c) Chile. 14—(c) wine cellar. 15—(d) 24 pounds. 16—(b) Louisiana, the Pelican State. 17—(a) Victorian. 18—(c) St. Peter's Square. 19—(b) shop trigonometry. 20—(a) exhaust fan.

BACKACHE, LEG PAINS MAY BE DANGER SIGN

Of Tired Kidneys

When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness. Frequent, severe passages with burning and burning sometimes above there is something wrong with your kidneys or bladder.

Don't wait! Ask your druggist for Doan's Pills, a stimulant diuretic, used successfully by millions for over 45 years. Don't say you're well and will help the 15 miles of kidney tubes flush out poisons—waste from your blood. Get Doan's Pills.

Give to the

American Cancer Society

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**Free Your Stopped
Up Intestinal Tract**

Now you can get the relief you want from constipation, with Peto-Solium S. It's gentle, but it's so thorough you'll wonder why you haven't before. Taken as directed, it's the way many doctors recommend. And it's safe. It's the way many doctors again. If other laxatives have failed, try the constipation-laxative action of Peto-Solium S. Taken by many who suffer from easy action. Take it to your doctor store so you will be sure to get genuine Peto-Solium S. today.



3 Nelson says: "Just as I was leavin' Eau Claire, I was side-swiped on the left by another truck. Didn't do much damage though, so I kept on." Cobb nods. "Where did the robbery occur?" he asks Nelson. "About 30 miles from Minneapolis. I was highballin' along about 50 when I saw my tarpaulin flappin' loose. So I stopped and hopped out to fix it."



4 Nelson continues: "A car that'd been tailin' me stopped. Two men got out. They covered me and took some stuff." Then Cobb asks an unexpected question: "What about Nita Casano? Some drivers saw you talking." Nelson: "She was tryin' to bum a ride." Cobb: "You're lying. And you're under arrest!" How did he know Nelson was lying? See p. 82.

Draw Me!

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TRY FOR ONE OF THESE PRIZES!



\$1000.00 IN 16 VALUABLE PRIZES

Scholarships and cash to amateur artists

EXTRA! Whether you win or not, our instruction staff will grade your drawing and write you... if they feel that you have enough talent to develop profitably.

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1st, 2nd, 3rd Prizes

Complete Art Courses including Drawing Outfits (Value of each course \$240)

4th Prize \$100 cash

5th Prize 50 cash

6th Prize 30 cash

10 Prizes 10 cash

RULES OF CONTEST

(Contestants must be amateurs. Make copy of art 2 inches high on paper 7 inches high. (Omit lettering.) Use only pencil or pen. No drawings returned. All drawings must be received by January 31, 1939. Winners notified by mail. Names of all winners available on request... send stamped, self-addressed envelope.

MAIL THIS COUPON WITH YOUR DRAWING

Art Instruction, Inc., Dept. 1799, 500 So. 4th St., Minneapolis 15, Minn.
Please enter my drawing (attached) in your FREE \$240 ART COURSE CONTEST. (Please Print)

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Address _____

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 - ☐ No. 155, Woolen for Knits (Knits, Crochets)
 - ☐ No. 156, Woolen for Knits (Knits, Crochets)
 - ☐ No. 157, Woolen for Knits (Knits, Crochets)
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CITY _____ ZONE _____ STATE _____



Like any healthy teenager, Elizabeth enjoys beach romps and wiener roasts at Malibu, especially with her "big romance" All-America halfback Glenn Davis.

Elizabeth Taylor Grows Up



At 16, Elizabeth is a cameraman's delight. Her physical perfection needs no make-up to enhance it.



At 12, she was a standout in *National Velvet*.

A new star has risen in Hollywood's own backyard. An actress since ten, 16-year-old Elizabeth Taylor is now one of the screen's great beauties—with talent to match

IN Hollywood, where feminine loveliness is the rule, not the exception, a beautiful high school junior has everybody gasping. The structure of her face, her ideal figure and sparkling complexion make Elizabeth Taylor unlike any great star the industry has ever seen.

Physically, Elizabeth has everything. Her coal-black hair, cut short for style, is naturally curly. Her almond-shaped blue eyes are almost violet, fringed by lashes so long that special lighting is required to erase their shadow from her face. Her figure is mature and shapely: bust 35", waist 22", hips 34", height 5' 4½", weight 108 lbs. But perhaps more important is the firm belief of the directors of her ten pictures that she has great dramatic talent.

Elizabeth blossomed at MGM while studio talent scouts searched for pretty faces throughout Europe and America. So her employers view her with the awed surprise of a horticulturist who discovers a rare new orchid in his own backyard. Her salary is in the medium bracket, under \$2,000 a week, but she is considered potentially the leading actress on the payroll.

Recently, a national magazine photographer told Elizabeth that she was "the most beautiful woman I have ever photographed." Elizabeth turned to her mother with "Mother, did you hear that? He called me a woman!"



Dressed as Amy for *Little Women*, Elizabeth chats with Janet Leigh, who plays Meg.



Elizabeth lives with her handsome family: father, mother, 19-year-old brother Howard.



"GATHERED AROUND THE PIANO," by Douglas Crockwell. Number 25 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



Look MEET THE PEOPLE

What Do You Want from America?

Look got revealing answers to this question asked of random passersby on a Paris street



Micheline Froin, Red Cross worker: "I dream that some day Clark Gable will come to Paris, and I'll meet my ideal. His smile is so wonderful. He's all I want from our country."



Alan Rietot, medical student: "I want a scholarship to a school in America so I can study medicine and live there. I wish there were a much greater exchange of students between us."



Charles Boben, banker: "Since there is not much spiritual aid I could get from America, I'd choose a food package—mostly filled with chocolate. And maybe some canned goods and rice."



Mme. Jeanine Lucas, inmate of home for aged: "I want to go to America to see my son in Pittsburgh. I have never seen his children. But I am old. I don't think I'll ever see him again."



Jeanine Bhuyson, high school student: "I want pumps with high heels. And nail polish. And a box of sweets, and some Nylons, and a wrist watch, and let's see—well, just about everything!"



Edmond Lughn, artist: "There is nothing that I need from America, thank you. My wants are simple. I don't need much food, only enough to keep me alive. I can buy it for myself."

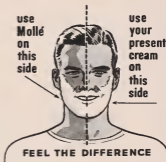
"WEEK-END TEST" proves: Cleaner shaves... quicker!

Don't just guess what gives you the best shave—make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
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If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 5, N. Y.

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EASILY ATTACHED IN SECONDS

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SO DEAR TO MY HEART

Live actors and a black lamb, instead of animated cartoons, get the lion's share of the nostalgic story in this delightful Disney comedy

Walt Disney, who has mixed live actors into some of his recent movies, goes all out for them in *So Dear to My Heart*. In his Technicolor film of Sterling North's popular novel of an Indiana boyhood, the cartoon king tells the entire plot with real players. The picture's few bits of animation (see page 82) illustrate some of the songs which enliven its charming, sentimental story of

a turn-of-the-century farm boy, his grandmother and his rambunctious ram.

Disney's real actors do well by North's homespun comedy. Bobby Driscoll—nine when the film was shot, in 1946—is an appealing young hero. Beulah Bondi, ballad-singer Burl Ives and the late Harry Carey make warm country folk in the film's beautiful and authentic setting.



1 On her farm near Fulton Corners, Ind., Samantha Kincaid (Beulah Bondi) and her orphan grandson, Jeremiah, feed a black lamb shunned by its mother.



2 The lamb becomes the pet of Jerry and his friend, Tildy. Jerry names him Danny, after the famous horse, Dan Patch, and hopes to make a champion of him.



3 Jerry's plans for Danny seem hopeless after the ram goes on a rampage, breaking furniture and fences. Granny threatens to get rid of him, but later relents.



4 Uncle Hiram (Burl Ives) stages a party to persuade Granny to go to the County Fair. Jerry has set his heart on entering his ram in the livestock exhibition.



5 At the fair, Danny fails to get the blue ribbon, but the judge (Harry Carey) gives Jerry a special award and he returns to Fulton Corners a hero (left).

Look Movie Review



The black sheep comes home—with a prize. Bobby Driscoll proudly displays an award-winning pet ram to Luana

Patten and farm neighbors in *So Dear to My Heart*.

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AFTERNOON

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There's Nothing Like Quite Like Alka-Seltzer

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Sold at all drugstores, U. S. and Canada.

First Aid

For cartoons from *So Dear to My Heart*, turn page

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YORE YORE

GONE TOMORROW

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CALLUSES

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SOFT CORNS BETWEEN TOES

Dr. Scholl's Zino-pads

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SAFELY Relieves TIRED, SMARTING EYES IN SECONDS!

Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep or smoke—will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 35c, 60c, and 81 eye-dropper bottles at Drugists. Insist on EYE-GENE!

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Don't be caught napping when Opportunity knocks. Prepare now for advancement and more money. **Free 48-Page Book Tell How.** Write for the book on the business field you like—plus "Ten Years' Promotion in One," a book which has helped many men. Get the facts today.

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NON-SLIP

CAT'S PAW

Finest Rubber Heels & Soles!

"Stick-to-it-ivity"

THE cartoons in *So Dear to My Heart* originate in a postcard album the young hero dreams over. In them, the Wise Old Owl advises a lamb, usually in song. Below are original idea sketches for the cartoon that illustrates the song *Stick-to-it-ivity*.



Christopher Columbus, the owl's example of stick-to-it-ivity, studies geography and is determined to prove the world isn't flat.



Queen Isabella gives Columbus "three small boats." The owl and lamb sail with Columbus and shudder when a furious gale comes up.



Winds buffet his boats, but Columbus won't give up and turn back. At last he sights land, and all because he had stick-to-it-ivity.

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from Miserics of **CHEST COLD—COUGH SORE THROAT**

Apply time-tested ANTIPTHOLOGISTINE POULTICE to your chest or throat just hot enough to be comfortable—then feel its soothing POULTICE HEAT an right to work on the misery of chest cold—single sore throat—cough due to cold. Soothing POULTICE HEAT does good. Ticks good. Let's you sleep.

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Antipthologistine Poulitice

GET A CAN OR TUBE AT YOUR DRUGSTORE TODAY

PHOTOCRIME SOLUTION
(See page 74)

Inspector Hannibal Cobb knew that Chuck Nelson was lying when Nelson said (caption 3) that he had seen the Tarpaulin flapping about 30 miles out of Minneapolis. For according to Nelson, the rear-view mirror (photo 2) had been broken just as he was leaving Eau Claire. Therefore, it would have been impossible for Nelson to have seen either the flapping tarpaulin or the car that he claimed was trailing him. When Nelson said that Nita had merely been asking him for a ride, Cobb became more certain and accused Nelson. Confronted with the discrepancy in his story, the truck driver broke down and confessed. He said that Nita was a go-between for a gang of fur thieves and that she had persuaded him to allow her confederates to stage a fake hijacking. "They cut me in for a fourth," he said.

All four of the participants now are serving long prison terms.

"Was a nervous wreck from agonizing pain until I found Pazo!"

says Mrs. A. W., San Antonio, Texas

Speed amazing relief from miseries of simple piles, with soothing Pazo! Acts to relieve pain, itching instantly—soothes inflamed tissues—lubricates dry, hardened parts—helps prevent cracking, soreness—reduce swelling. You get real comforting help. Don't suffer needless torture from simple piles. Get Pazo for fast, wonderful relief. Ask your doctor about it. Suppository form. Also tubes with perforated pile pipe for easy application.

**Pazo Ointment and Suppositories 3)*

unless we act

In 8

will die of

CANCER

GIVE TO CONQUER CANCER

AMERICAN CANCER SOCIETY

Look *Movie Guide*

The films reviewed below are recommended as the best current releases. Movies starred (★) are selected for family groups.



★ THE BOY WITH GREEN HAIR

In this unusual, entertaining movie, a war orphan suddenly sprouts green hair and finds that people shun him because he is "different." The green hair turns out to be a symbolic reminder to the world that war is cruel to children. Dean Stockwell gives a sensitive performance as the boy. Pat O'Brien, as a singing waiter, the late Samuel S. Hinds and Robert Ryan lend him sturdy assistance. A Technicolor picture. (RKO)

For 8-year-olds and up



★ LOADED PISTOLS

Gene Autry rides to the rescue of his best girl's brother, who has been falsely accused of murder. To expose the frame-up, Gene does some exciting detective work, aided by the sheriff (Chill Wills). Barbara Britton is the girl. A good, exciting Western picture with a surprise ending. (Columbia)

ENCHANTMENT

Two love stories, 60 years apart in time, are deftly blended in this moody but dramatic tale set in a London house haunted by memories. With David Niven, Teresa Wright, Farley Granger, Evelyn Keyes. (Goldwyn-RKO)

★ WORDS AND MUSIC

Tom Drake and Mickey Rooney play Rodgers and Hart in a Technicolor biography long on handsomely staged songs and short on drama and comedy. Worth seeing for standout numbers by Judy Garland, Lena Horne. (MGM)

★ YELLOW SKY

In this first-class Western, Gregory Peck and Richard Widmark are well cast as rival leaders of a bandit gang hiding out in a ghost town. They battle over Anne Baxter and her grandpa's gold, with Peck the winner. (Fox)

YOU GOTTA STAY HAPPY

Joan Fontaine and James Stewart have fun with a romantic comedy about an heiress who runs out on her bridegroom and gets mixed up with an ex-GI operating an air-freight line. With Eddie Albert, Roland Young. (Rampart-U-I)

JUNE BRIDE

In one of the year's best comedies, Bette Davis is a delight as the sophisticated editor of a home magazine covering an Indiana wedding. Robert Montgomery glibly plays a writer in love and combat with her. (Warners)

JOHNNY BELINDA

A superb production and Jane Wyman's compelling portrayal of a deaf mute give power to a lurid melodrama of rape and murder on a primitive Nova Scotia farm. Strong cast includes Lew Ayres, Charles Bickford. (Warners)

EVERY GIRL SHOULD BE MARRIED

Newcomer Betsy Drake takes the title of this featherweight comedy seriously by staging a relentless pursuit of alarmed bachelor Cary Grant. Franchot Tone, Diana Lynn are involved in the resulting farcical mishaps. (RKO)

The Films Below,
Previously Reviewed,
Are Also Recommended

THE ACCUSED

THE SNAKE PIT

MISS TATLOCK'S MILLONS

★ JOAN OF ARC

★ APARTMENT FOR PEGGY

HAMLET

★ THE PALEFACE

UNFAITHFULLY YOURS

Every-
Thing
Points
To.....



Every-
Thing
Points
To.....

The Accused

as a new
milestone of
enthralling
drama!



LORETTA YOUNG, ROBERT CUMMINGS in
Hal Wallis' production "THE ACCUSED"
with Wendell Corey, Sam Jaffe, Douglas Dick
Directed by William Dieterle • Screenplay
by Relti Frings • A Paramount Picture



Soap opera queen, Anne Burr, launches new game in new T-shirt.

Girl, Game, Shirt Are Hits

Anne rates high in radio; T-shirt in style, value

LOOK's cover girl, Anne Burr, queen of six or eight daytime radio serials, says wistfully that she is always cast as "the other woman," always plays "the menace." For variety, Look let her launch a new game, Bat-O-Mat, that, like ping-pong, uses balls and paddles but needs no table, net or court. Look cast her for this game in a T-shirt by Doryce Dane, first designer to give T-shirts their own matching cardigans (see cover). Also new—the sophisticated stripes in unexpected color. The amazing low price of these shirts is unexpected, too.



Bat-O-Mat paddles of lightweight wood have net attached to hole in center to catch balls, score points.

"KEEP REGULAR"

This Pleasant Way!

Why take a harsh, disagreeable laxative when you can relieve constipation pleasantly with Ex-Lax! It tastes wonderful—like delicious chocolate.

Ex-Lax is the dependable laxative many doctors use in their practice. Ex-Lax is easy on the system... it works gently and brings you effective relief.

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If you need a laxative, don't add to your troubles by taking one that is harsh. Take easy-acting Ex-Lax.

When Nature forgets...
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THE CHOCOLATED LAXATIVE

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39—(1, 4) Larnwood M. Chace-Charles Phelps Cushing; (2) Wide World; (3, 5) Ylla-Rapho-Guillumette
40—(1) Keystone View; (2, 4) Ylla-Rapho-Guillumette; (3) Wide World
41—(1) Pinney-Monkmeier; (2) Thornton-Fredrick Lewis; (Illustrations from *The Wonder of Life* by Dr. Melton I. Levine and Jean H. Seligmann)
42—(1) Signal Corps U. S. Army
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SORE MUSCLES? BODY ACHES?



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from unusual exercise or strain,
use HEET, the liniment that's
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Wonderful relief from muscular
soreness comes as you inhale
HEET quickly starts to penetrate.
Just brush it on with the applicator.
HEET starts at once to ease mus-
cular pain and helps you working
for hours. Ask your druggist for
HEET liniment.

**Get Well
QUICKER**
From Your Cough
Due to a Cold
FOLEY'S
Honey & Tar
Cough Compound

Look by Michael Levin Record Guide



Buddy Rich, onetime tap dancer, is just as agile with the drumsticks.

A PECULIARITY of this country's pop music is the way in which certain tunes are labels for periods of time and styles of playing. Ranging all the way back to **Paul Whiteman's** *Three O'Clock in the Morning*, this labeling becomes most noticeable with the big-band craze in the early thirties. **Casa Loma Stomp**, *Sing Sing Sing*, *Marie, Begin the Beguine*, *In the Mood*, *Apple Honey* and *Artistry in Rhythm* are identified with the bands which made them famous respectively: **Casa Loma**, **Goodman**, **Dorsey**, **Shaw**, **Miller**, **Herman** and **Kenton**. They also mark off periods of time for music and listeners alike. The current anthem, played at varyingly destructive tempos by most jazz groups, is what was once a ballad, *How High the Moon?*

A CURRENT VERSION of this ballad, in the *Jazz at the Philharmonic* series (Mercury), shows off the solo dexterity of various of the famed musicians involved. Volume one of this same series gave *How High the Moon?* a similar treatment, with **Gene Krupa** playing drums. But a **Tommy Dorsey** orchestra graduate, **Buddy Rich**, is responsible for the current sound on the latest one. Rich, a compactly built, gum-chewing prodigy of co-ordination, believes most sincerely there is nothing in the sphere of rhythm he can't do. The ex-tap dancer, now leading a band at the **Clique Club** in New York, offers convincing proof here. He surpasses **Krupa** completely, a resounding shock to those who remember when that worthy's wildly flailing drumsticks helped make **Benny Goodman** king of something called swing.

BY ALL MEANS HEAR: **Clark Dennis** singing of the beautiful **Walter Gross** waltz, *Tenderly* (Capitol)... **Guy Lombardo** proves he can play attractively on **Thou Swell** (Decca) while **Gordon Jenkins** does well by a fine lyric, *My Funny Valentine* (Decca)... **Chubby Jackson** is represented by **Lemon Drop** (Rainbow), a disk of his originally released in Sweden for European bebop fans.

RECORDS FOR YOUR CHILDREN: Budding cowpunchers, aged 8 to 12, in search of correct cowboy lingo, will listen raptly to **RCA Victor's** new *Lore of the West*. **Ray Rogers**, himself, and **"Gahby" Hayes** discuss the customs of the range in cowboy song and story. They tell you that cowboys always say "pack," not "carry," that branding irons hurt less when they're white hot, that "chaparreras" protect you from thorns. You learn that a hackamora is and why Mexicans call a stranger "gringo." Four record sides of such fascinating information in cowboy singsong will thrill the **Rogers** and **Trigger** fans.



Check
that Chap

You can't check the weather,
but you can check lip chap.

Use 'CHAP STICK' at the first sign of chapped lips. Easy to apply, specially medicated, extra soothing, and the only antiseptic lip balm. That's why 'CHAP STICK' is the nation's choice for chapped, cracked, weather-sore lips. Refuse all substitutes.

Be fair to your lips and ask for 'CHAP STICK' by name. It keeps lips fit.

For cracked, chapped, weather sore hands use 'CHAP-ANS', the man's hand cream.



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Smartest car on the road!

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STATION WAGON

with larger, longer body lines. Seats 4, at 2 with 3rd row. All steel. No increase in price.

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Is Candy Food?

YES—good as the fruits, nuts, milk, chocolate, eggs, sugars, syrups, fats which go into it, including those in color opposite. Science even adds protein for better food balance. Yet sweets are no substitute for a meal

MOTHERS who caution their children to have candy after meals and not before, and adults who hesitate (rightly) when they reach for a chocolate bar on the way home to dinner, were startled by recent newspaper headlines announcing a new protein-fortified candy "which children can eat instead of their dinner." The U. S. Department of Agriculture chemist responsible for creating this candy wrote to LOOK: "Contrary to press reports, it is not a health or a nutritionally balanced food." While LOOK investigated the new product, overzealous headline writers' estimates re-opened an old controversy among nutritionists. Some food experts, who feel that candy has its rightful place as an energy-yielding sweet, and as an aid in helping consumption of other foods, are reluctant to use it as a vehicle for meal-time food values which they think rightly belong in the foods where they naturally occur. They also note that fortified candies are frequently so slightly enriched as to have little actual added nutritive value. In the eating pleasure it gives, however, candy has a weight that can't be measured in ounces or known nutritive qualities.

The statistically average American—man, woman and child—will eat about 18 pounds of candy this year. For him, scientists are working with manufacturers to add new values to old favorites. Along with these efforts to make candy as healthful a product as possible, manufacturers in this sixth largest food industry in the U. S. are busy perfecting new and more efficient machinery to make more candy at less cost. Even the so-called "penny trade," which adds up to three per cent of a 2,600,000,000 pound annual production, gets attention in a new lollipop maker that die-pops 200 pieces a minute, ready for machine wrapping.

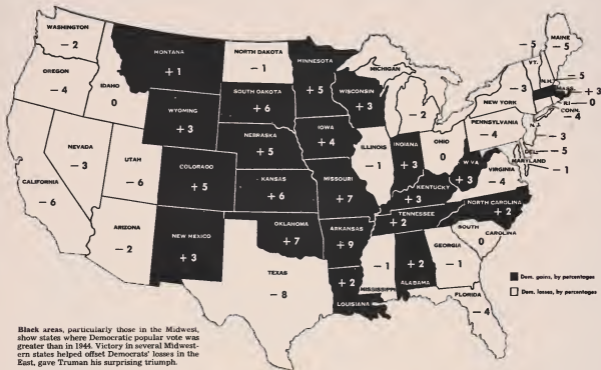


Should mothers feed new fortified candy to their children instead of meat? The chemist who perfected it in a U. S. Department of Agriculture laboratory says no. Experimental hard candy developed in co-operation with the candy manufacturers contains five per cent soy protein, but by no means makes a meal-in-itself. Candy served well as a wartime field ration; the industry won recognition as basic food producers in a World War II home-front skirmish. For peace-time nutrition, candy ranks high as quick energy food that tastes good—but is to be taken only in addition to other essential foods needed daily.

Photographed by ARTHUR ROTHSTEIN



Candy for the family is a fast-growing part of the food order; leading supermarkets bow to the trend. From lollipops for baby to Pe's chocolate bar, candy is a top impulse purchase in grocery stores.



Black areas, particularly those in the Midwest, show states where Democratic popular vote was greater than in 1944. Victory in several Midwest states helped offset Democrats' losses in the East, gave Truman his surprising triumph.

Who Really Won for Truman?

The Midwest farm vote put Truman back in the White House, while labor and big-city voters elected a Democratic Congress—a shift in voting power that presents problems to politicians

By **RICHARD WILSON**
Chief of Look Washington Bureau

An astonishing fact faces politicians for the next four years: The axis of the Democratic party has shifted from the Eastern big cities to the cornfields of Iowa.

This is expected to have a strong effect on government policy. And it raises two important questions:

1—Will this change be permanent—will the prairie forsake forever its traditional Republicanism?

2—Can the Administration hold the support of conflicting labor and farm interests?

The eyes of official Washington have been opened to these new political facts by Louis Bean, government economist and election analyst. Bean was the nearest right of the professionals who tried to forecast the election.

He now concludes that the farmers of the Midwest—with an assist from labor—won the election for President Truman.

But it is not quite as simple as that. While the farmers were putting Truman over, labor and the big-city vote were electing a Democratic Congress—with an assist from farmers.

"This gives you the balanced picture," Bean says. "Mr. Truman could not have won had not the Midwest farm states shifted to the Democratic party. But the Republicans lost their control of Congress in the big cities and labor areas."

Bean concedes that the Administration faces a test on how to hold the support of both farmers and labor in spite of their seeming conflict of interests: The farmers want high prices; the city consumer wants low prices. When, and if, the farmers who elected President Truman demand hundreds of millions of dollars to back up their income, the Congress elected by labor and the city people may balk. If this time comes, farmers can use Bean's analysis to back up their claims.

Democrats Were Weaker in East

As Bean analyses it, in the 1948 election, the Democrats were weaker in areas where they had been strongest in 1932-1944. The Democratic vote in big Eastern industrial states also was lower in 1948 than in 1944.

The same thing happened in another Democratic stronghold, the West Coast. But in the heart of the country, in states where the farm interest is clearly paramount, President

Truman showed surprising strength. The Democratic party gained in those states.

It gained also in the mainly industrial state of Massachusetts. But the birth control issue and the anti-labor amendments there are conceded to have brought out a larger than usual percentage of Democratic voters.

In states such as Ohio and Illinois, rural areas were more Democratic than in 1944, while the metropolitan areas were less Democratic. In Iowa, counties that were 75 and 80 per cent agricultural went for Truman, whereas in previous elections they voted Republican.

Truman Must Balance Forces

According to Bean, the Congressional campaign of organized labor to gain control of the House and Senate for the Democrats was successful not only in taking back but winning twenty more seats.

In long-range policy matters, it will be difficult, however, for President Truman to forget that he owes a political debt to the farmers. There are signs he recognizes it.

Will he be able now to strike the happy medium between the White House, clearly won by the farmers, and a Congress Bean declares was won by organized labor?



For a man who never measured time

What could be more fitting than this gift—a watch—to say for all of us: Good luck, and don't forget us. May all the time ahead be as full of accomplishment as the years that have passed.

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2. All watches should be wound gently and regularly, and cleaned by your jeweler once a year. Even the most accurate watch (and lending accuracy awards are held by a 17-jewel Swiss movement) may vary a few seconds a week, depending on the wearer and the weather.

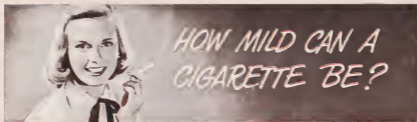
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